AMERICAN GAS ASSOCIATION

Monthly

DECEMBER
1955

LIB. DEC 29

HARDWICK, *the "CP" Gas range shown, not only lights automatically . . . it also turns off the Gas automatically if there isn't a flame.*

Look to GAS for the smartest ranges–and the best cooks!

Ever notice how real gourmet cooking always calls upon a flame? It might be the bright flame of a chafing dish, the charcoal glow of a barbecue pit—or it might be the deftly controlled blue flame of your new automatic Gas range. Instantaneously, it goes from a sauce-simmer whisper to a rolling-boil high; there's no waiting around with Gas. And once Gas is off, it is off! There's no lingering after-heat to mar your cooking reputation. From the deftness of its baking to the flame-kissed perfection of its broiling, a new Gas range shows off your cooking skill as no other range can . . . and is far easier to keep clean. Isn't it high time you put one in *your* kitchen? You'll find the new automatic Gas ranges cost less to buy, install and use. See them today at your Gas company or Gas appliance dealer's.

AMERICAN GAS ASSOCIATION

Only Gas gives such matchless performan

Gas field "Christmas tree" assumes holiday garb under artist's brush

AGAIN most of our space is taken up by the annual convention. A convention that takes three days, with meetings all over Los Angeles, needs at least two issues of A. G. A. MONTHLY to report with any degree of adequacy. . . . Last month we concentrated on the general sessions. In this issue we take you to the various Section meetings, not omitting the highly successful Home Service Breakfast and Round-table. When one considers the vast amount of work that goes into these meetings, and then remembers that the convention is only one aspect of the year's activity—only then can one visualize the sum of effort and thought by members that makes up the Association's accomplishments. . . . Recommended reading is C. H. Zachry's address to the joint luncheon staged by the Industrial-Commercial and Residential Sections. We carry it, almost in full, beginning on page 4. . . . Reassuring views on the impact of atomic power on the gas industry heard during the general sessions were echoed in some of the Section meetings. F. D. Campbell reported on the work of A. G. A. Atomic Energy Committee during the Industrial and Commercial Gas Section meeting (page 20). Incidentally, he debunked the idea of heating a home with its own "atomic pile."

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STRAWS *in the wind*

● *Designed to give you a panoramic*

WHO WILL DISTRIBUTE PACIFIC NORTHWEST GAS?

The ambitious project to bring natural gas from America's arid Four Corners and British Columbia's icy Peace River to the homes and industry of our Pacific Northwest hurdled its final barrier last month. The Federal Power Commission approved the importation of Canadian gas and now nothing stands between the dream and its fulfillment except months of hard work. There are deserts, mountains and rivers to be crossed; cities are to be converted from manufactured to natural gas; towns and communities where gas mains are unknown must be mapped and plotted for distribution systems.

The accomplishment of these tasks, monumental though they are, can be expected to go through on schedule, thanks to the experience and know-how gained by the natural gas industry during its tremendous expansion. The driving skill of the pipeliners will lay down the long lines; conversion crews, working against the clock, will switch appliances to the new fuel; and operating men will quietly seek to assure old and new gas customers the safe, dependable supply that has become the hallmark of our industry.

Who will take over the distribution of this gas, discovered, gathered and transported by private enterprise, at the city gate? There is a disturbing trend evident in the Pacific Northwest, a trend that if allowed to continue could threaten the traditional pattern of the gas utility business. In Idaho, a case history being prepared by the A. G. A. Public Information Bureau shows, eight non-profit cooperatives have filed incorporation papers with the aim of setting up natural gas distribution systems in the southern part of the state. In Washington, nine towns were empowered by elections last year to construct or purchase new or existing gas distribution systems for municipal operation.

These municipal ownership schemes can find a helping hand at the national capital. Congress has authorized a revolving fund of $100,000,000 to be loaned through the Federal Housing and Home Finance Agency to municipalities for the construction of "water, sewer and gas distribution systems."

These developments may be only a "straw in the wind," but if any gas company executive feels inclined to shrug his shoulders, we recommend a careful perusal of the Economic Information Program prepared by A. G. A. Public Information Bureau under PAR sponsorship. The facts are presented and a plan for a counter-attack is suggested.

ESCALATION UPHELD

Virginia's Supreme Court last month upheld an escalation clause in the gas rate schedule of Virginia Electric and Power Co., one of seven Virginia gas companies whose schedules contain similar clauses. These companies may raise or lower rates in the exact proportion that wholesale rates vary—the action upheld by the court despite the legal contest by the City of Norfolk.

MRS. AMERICA IN BERLIN

The gas industry's "Mrs. America" made headlines in the nation's press early this month by playing a role in the current "Battle for Berlin." Mrs. Ramona Deitemeyer, on a European tour as a result of winning the "Mrs. America" title, was one of a group of U. S. citizens visiting the East Berlin zone as the Allied powers underscored their occupation rights. The group toured the same ground where Lt. James T. McQueen and two congressmen had been held at gunpoint a week before.

DEVELOP NEW PILOT

How engineers of Wedgewood Division, Rheem Manufacturing, went to work to produce its "polar pilot" after first seeing A. G. A.'s hypodermic-needle pilot is described in an article in the October issue of "Appliance Manufacturer" magazine. Full credit for initiating a search for a cooler range is given to the PAR-sponsored research conducted by A. G. A. Laboratories.

WATER HEATING PROSPECTS

Looking for big users of hot water? Here's a tip for commercial gas men. Photographic color processing labs, on the increase since Eastman Kodak has given up exclusive processing of Kodachrome, need large quantities of 80 degree water for all washing procedures. As a technician from one of New York's largest color labs says, "It adds up to a lot of Btus."

ANOTHER—FLORISTS

Another hot water use is reported from Richmond, Ind., where a florist uses up to 150 gallons per hour of 115 degree

water to make certain his roses are in perfect bloom when unpacked by wholesale distributors. Cut stems absorb more water faster when dipped into hot, rather than cold water, we are told.

NATIONAL TV PROGRAM

A national television program for the gas industry moved a long step toward reality last month when the A. G. A. board authorized preparation of plans looking for the purchase or production of such a program and an estimate of its cost. Findings will be submitted to the executive committee; final approval rests with the board.

TV PROMOTION FOR AD—AND GAS

Meanwhile, gas can look forward to considerable television time during February and March. The A. G. A.-Colgate-Palmolive New Freedom Gas Laundry contest, a stupendous vehicle to launch the new detergent, "AD", will be featured on the soap company's TV programs over both NBC and CBS. Further details will be available in the January issue of the MONTHLY.

EYE HEAT PUMP

Maintenance and operating costs of electric heat pumps will be studied by A. G. A. Committee on Comparison of Competitive Services. Committee members will report back after obtaining data from their respective territories.

HEATING, COOLING COSTS

Proper insulation can make possible the heating and cooling of an average home for the same fuel costs now spent for heating alone. That is the contention of Owens-Corning Fiberglas Corporation and it intends to prove the statement by demonstrations in 100 to 125 homes to be built in all parts of the U. S. Needed is the cooperation of builders and utilities.

NEW BACKING FOR PR

Increased interest in A. G. A. Public Information program is indicated by the support of 12 more gas companies. 1956 will be the first time these companies have participated. Public Information is now a PAR activity, with subscription optional on the part of PAR members.

TESTING FEES DOWN

Volume of appliance testing work at A. G. A. Laboratories, at an all-time high during 1955, has enabled a change in test fees that should result in savings of approximately 5½ per cent for the average manufacturer.

PROPOSE CLAIM AGENTS GROUP

Renewed interest in liability cases, heightened by recent articles in the MONTHLY, has resulted in a proposal that a Claim Agents subcommittee be formed by the General Management Section. Operating under the Insurance Committee, the proposed group would act as a clearing house for information and would aid in locating competent experts in special fields for preparation of cases.

HOME CREDIT EASED

Relaxation of Home Loan Bank Board's directive of last September sharply curtailing loans to member associations is seen by appliance manufacturers as a positive aid to maintaining present rate of home building construction. Gas appliance industry, whose shipments provide a reliable index to home building progress, had been among the first to discover how sensitive mortgage market is to imposition of credit restrictions.

GAS FOR WESTERN LIVING

Sparkling kitchen promotion was carried out by Southern California Gas Company when Los Angeles "Times" devoted its Nov. 6 "Home Magazine" to an all-gas kitchen for Western living. Cover and major editorial space in this Sunday supplement was devoted to views and details of this modern New Freedom Gas Kitchen, actually on display in gas company's main showroom.

BONANZA

"We've struck it rich." That's the way influential Portland "Oregonian" sums up in a lead editorial the coming of natural gas to the Pacific Northwest. The newspaper said, "This endless flow of energy will be equivalent to twice the electric power now generated by all plants, public and private, in the Northwest. And this new energy giant will not 'brown-out' when needed most."

INDUSTRIAL TOOL

"Too little is known about what gas, as a technological tool, has done and is doing for American industrial economy." That's what New York financial analysts heard from Hilding Carlson, editorial director of "American Gas Journal." Mr. Carlson added, "I will go as far as to say that too few of the utilities have an adequate knowledge of the accomplishments of their own commodity."

'High road' to goal of doubled gas sales outlined at joint luncheon of Residential, Industrial-Commercial Sections

Selling faces '$3 billion question'

The gas industry faces its three billion dollar question—the sum actually exceeded in total gas sales to ultimate consumers in 1954. Like a contestant on a popular TV show, the industry must determine whether to make that sum more or less in the future.

In these dramatic terms, C. H. Zachry, principal speaker at the joint luncheon of the A. G. A. Residential Gas Section and Industrial and Commercial Gas Section, told the assembled sales executives of the tasks they must perform if gas sales totals are to forge onward to the six billion dollar mark.

An innovation at this annual convention, the joint luncheon was held Oct. 17 in the Cocoanut Grove of the Ambassador Hotel, with Walter H. Kurdelski, chairman of the Residential Gas Section, and Ray Trowbridge, chairman of the Industrial and Commercial Gas Section, presiding.

C. S. Stackpole, A. G. A. managing director and a former Residential Gas Section chairman, greeted the large luncheon audience, emphasizing that he is a salesman, "and very proud of it." He placed himself solidly behind the salesman's credo, "Nothing happens until a sale is made," and said that if the gas industry is to move forward, "It must sell and sell as never before."

Introducing Mrs. Ramona Deitemeyer, our "Mrs. America," Mr. Stackpole said she is one of the most effective saleswomen the industry has ever known. Mrs. Deitemeyer said that it was a great satisfaction to be associated with the gas industry as "Mrs. America" for no other industry is so devoted to increasing the comfort and raising the stature of the American homemaker.

Mr. Zachry, president, Southern Union Gas Company, and A. G. A. first vice-president, opened his address with a brief review of the gas industry's gains of the past decade, which have almost tripled its sales to ultimate consumers and have put the industry in the position of supplying 25 per cent of the nation's energy sources.

"Spurred by the inherent advantages of natural gas and by favorable competitive prices," he said, "we have witnessed during the last ten years a tremendous acceptance nationwide, of utility gas as a space heating medium. Nationally, over 57 per cent of our domestic customers now use gas for comfort heating; by next year it is estimated that this figure will exceed 60 per cent. In the Southwest and some other areas, of course, it approaches 100 per cent. More than a million househeating customers are being added each year.

"Lest our optimism invite complacency," he warned, "we must look at some of the more sober portents which we have encountered on our way to the present crossroads. Notwithstanding an unprecedented housing boom and pent up post-war replacement market, annual gas range sales have remained at virtually a constant level during the last decade. At the same time, electric range sales have increased substantially to where they are, at present, disturbingly close to parity with gas range sales.

"Gas refrigerator sales are just now showing signs of recovery from a very sharp decline. Our only currently available domestic gas air conditioning unit —superior as it is technically—has been competitively at a price disadvantage in appeal to the large speculative builder.

"With the summertime peak brought about by window room coolers, the electric industry is attacking, with heat pumps and otherwise, our gas heating load. While we were gaining domestic heating load, some of the domestic non-heating load—particularly in the kitchen —was being eroded by competition's efforts.

"No longer could we gloss over competitive range sales statistics by the glib comments that most of those ranges were going beyond our gas mains; so were some of the reported gas ranges

sold! With the mass exodus of population to the suburbs which has marked the post-war decade, some of our gas utilities were losing customers in the center of the metropolis not to regain them in the outlying suburbs."

Referring to market surveys undertaken by the Ten Demonstration Cities under the Gas Industry Development Program, Mr. Zachry said, "A generally similar pattern has begun to take shape —a pattern which has not been entirely to our liking. Time and again, there is disturbing indication that the well-to-do —those who can afford the best—are most susceptible to competitive blandishments. The same is true of the young homemakers.

"When it comes to cooking, we have certainly allowed our competition to kid our customers into believing that their fuel is *cleaner than gas!* These surveys indicate that, left to their own devices and the propaganda of our competitors, many of our present gas cooking customers would be lost to us in the next five years!

"Some of the very customers who love gas for heating because of its cleanliness and safety are considering shifting their water heating loyalty from gas because they have been told gas is 'dirty or hazardous.' It's ridiculous but these surveys show that's what our customers have been sold."

These surveys point out, Mr. Zachry said, that "a continuingly prosperous future is not ours merely for the taking. Our customers need the FACTS about our superior product and service! We must see that they get the facts! We've got to tell 'em *and* sell 'em! It is just because so many of our consumers' beliefs are *not* based on facts that we in the gas industry have it within our own power to decide the $3 Billion Question, shall it be More or Less?

"That $3 billion a year sounds like a lot of money. In today's expanding American market, continuing to do merely as well as we have done before is not, in my opinion, enough. The 1955 parade is moving at a fast pace and could pass us by! Remember the choice is ours. We and We alone are accountable for the future of that $3 billion per year.

"In the face of stiff competition, we can choose the road we take at the intersection which we have now reached. We can, like the crawfish, take the 'low' road of do-nothingness, which means the only way we can go is backward. Or we can exert ourselves just enough to try to hold our own and end up running sidewise like the fiddler crab, moving but getting nowhere, and probably winding up with our heads in the sand.

"Or we can take the 'high road' and accept competition for what it is supposed to be under our American free enterprise system—a challenge and an incentive to put forth renewed and redoubled effort—in thought, planning, work and promotional dollars wisely spent.

"So how does the gas industry—and more particularly every gas company—take the 'high road'? There are a number of things that can and must be done. They add up to 'Aggressive Effort, Ingenuity and—Money.' The last may not be, in the final analysis, the most important of the three. And I'm glad of it, because if it were only a matter of signing checks, our competition could outstrip us.

"Some of the results being achieved in the Ten Demonstration Cities show that, with a real will to do, the local attitude toward gas service can be improved substantially when you once ascertain factually the sources of your strength and weakness. In areas where literally no dealer relations existed, assignment of personnel to work with this important group has brought gas ranges back into dealers' windows. Dealers, and company employees as well, have had a reborn faith that quality gas appliances can be sold profitably and in greater volume.

"We in the management ranks must also have that faith rekindled, and then back it up by consistent action policies, including larger sales and promotional

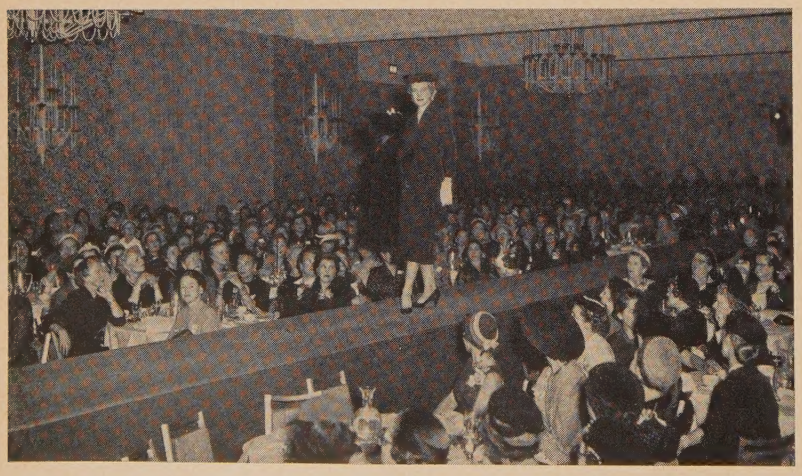
Far left: Principal speaker was C. H. Zachry, president, Southern Union and A. G. A. vice-president

Partial view of head table shows (l. to r.): "Mrs. America", C. S. Stackpole, A. G. A.; W. H. Kurdelski, co-chairman; P. R. Shea, Southern California Gas; R. R. Suttle, SGA; H. L. Whitelaw, GAMA

A.G.A. convention sidelights

Touring movie studios was a convention pastime. At left, Cameron Mitchell meets "Mrs. America" and husband. Others are Pat Nicholson, A. G. A. Hollywood Bureau; Christy Payne (behind Mrs. Payne), Peoples Natural Gas; 20th Century-Fox man

Southern Gas Association delegates to A. G. A.-PCGA convention traveled en masse, arriving in Los Angeles Sunday morning via Sunset Limited. Shown are 22 delegates and wives, representing nine gas companies from five states, as they arrive at hotel



Models paraded along elevated walk at Southern California's newest hotel, swank Beverly Hilton, at Fashion Show, highlight of entertainment provided for convention's ladies. Mrs. F. M. Banks was chairman of Ladies Entertainment Committee

budgets, if we expect our entire organization to share our enthusiasm for the future of gas.

"How often have you heard the old refrain whenever gas men get together, 'But my situation is different'? Sure, it's different. But it doesn't take very long to find that many of the differences are differences of degree only; the area of common problems is much greater and fundamental. I have already referred to the generally similar pattern which is emerging from the local market surveys being made by an increasing number of gas utilities. That is only one example of the sort of thing I have in mind when I urge that we concentrate on solving our common problems and minimize our differences!

"A little over two years ago there was developed, after many hours of work by leaders in our industry, the 15 point Program for Action by Gas Companies. This was and still is an excellent 'conscience' or 'Ten Commandments,' if you will, by which to guide or re-orient our gas company lives. I am afraid that some of us have merely given lip-service to this excellent set of principles; that in some companies the 15 point Program may be right now collecting dust in a file, labeled 'A. G. A.—Miscellaneous.'

"If yours should be such a company, why don't you resurrect the program? Re-read these 15 points, not with the question in mind 'Are we doing this?'—because nearly everyone could answer 'Yes' on that question, but ask yourself, on each point, 'Are we doing as well as we could do on this?' I think a negative answer will come to you as it did to me. Also some ideas for improvement are bound to emerge.

"Earlier, I suggested that as between work, ingenuity and money, the first two were probably the more important. But in saying that, I in no way imply that our present expenditures, locally and nationally, are adequate for the competitive task facing us. Quite the contrary, we need more of both.

"Certainly no company which is not supporting the industry's PAR program is spending what it ought. We need more and better sales personnel and we must be willing to pay the added cost of such improvement. We must convince our regulatory authorities that the gas business is no longer a monopoly—if indeed

(Continued on page 29)

At home service breakfast head table are (l. to r.): B. H. Wittmann; Mrs. H. B. Blackburn; C. S. Stackpole; Gladys Price; Guy W. Wadsworth, new PCGA president; Mrs. America; F. M. Banks, outgoing A. G. A. president; Katherine Rathbone; E. D. Sherwin; Mrs. F. M. Banks; Dean H. Mitchell, new A. G. A. president; Elizabeth Crowe; C. E. Johnstone; Jessie McQueen. W. H. Kurdelski was also seated at the table

Breakfast draws 500 delegates

Operation Womanpower was the theme that attracted an attendance of more than 500 to the Home Service Breakfast held at the Ambassador Hotel's Cocoanut Grove in Los Angeles on Tuesday, October 18. The convention delegates were welcomed by Katherine L. Rathbone, home service supervisor, Southern Counties Gas Co. who presided as chairman of the A. G. A. Home Service Committee. Officers of A. G. A. and PCGA were introduced and F. M. Banks, A. G. A. president, and C. S. Stackpole, managing director, extended greetings.

At this 20th Home Service Breakfast, Mr. Banks told how the early morning event has become a convention tradition.

"For the first one in 1933," he said, "the attendance was 50 but to show that it caught on immediately and that home service had courage in starting such a convention function, there were 250 attending the second one.

"From that date to this, with the exception of the two war years when the annual meetings were curtailed, the Home Service Breakfast has become one of the essential parts of our annual convention activities and it represents, too, the growth of home service work and its acceptance as a necessary industry function."

Urges workshop attendance

Indicating that the annual breakfast is one of the two top occasions of the year for the Home Service Committee, Chairman Rathbone emphasized the importance of the annual A. G. A. Home Service Workshop as a training course in equipment promotion and home service methods. She said it is particularly valuable to home service new personnel and is a valuable refresher course for experienced directors.

Miss Rathbone urged the gas company executives in the audience to make certain their home service representatives and sales people are in attendance at the 1956 Workshop to be held January 16-18 in Tulsa, Oklahoma at the Mayo Hotel. Mrs. Eleanor V. Wiese, home economics supervisor, Public Service Electric and Gas Co., Newark, N. J., the incoming chairman of the Home Service Committee, will be in charge.

Made available for the first time at the Breakfast was "Home Service Sells through Public Relations," a booklet prepared by the 1955 Committee. "Its purpose," said Miss Rathbone, "is to coordinate home service contacts with customers and the community with the industry public relations program."

With typical Hollywood flares the home service departments of the two gas companies in Southern California presented "Operation Womanpower." Gladys Price, home service supervisor, Southern California Gas Co., acted as a commentator as three views of home service in action were depicted. As the play opened, Pat Shea, general sales manager, Southern California Gas Co. was

● *Home Service breakfast skits, round-table discussions emph*

Left: Shirley Brua, Southern Counties Gas, starts skit shown at home service breakfa
Below: Cast of skit "Womanpower" includes representatives of Los Angeles gas utilitie
Posed with cast is moderator Gladys B. Price, Southern California Gas, 5th from le

seen at a front door holding a bucket and offering to housewife Mrs. Jones, "the biggest bargain in fuel today . . . this bucket of natural gas."

Turning from the indifferent homemaker Mr. Shea said, "Of course, Mrs. Jones is not interested in a bucketful of gas. No housewife cares whether our natural gas comes through a $500,000,000 pipeline or from Disneyland. And she doesn't want to know about absorption plants, compressor stations, underground storage, or any part of the 'nuts and bolts' story. What woman would?

"Naturally, our total sales effort covers both commercial and household. Eliminating the former, we are dealing directly with housewives who cook three meals a day, refrigerate this food and manage the family's laundry. The sales objective, of course, is to get the housewife's interest, and while a man likes to think of himself as the boss. . . . I've never yet met a man who has succeeded in telling a woman how to run her household! Nevertheless, we have a job of keeping these housewives happy with new improved Gas appliances."

At this point, the voice of home service Gladys Price, called out, "I'll take that job!" She proceeded to tell the story of a well-rounded home service program of women selling other women.

"Since home service has taken on the job of selling gas, it's our business to devise ways and means of interpreting feminine psychology to the men who design, manufacture and sell the appliances which women use," she said. "Consequently, home service spends most of its time convincing women that the job of homemaking is a very important one, that it has glamour, that it's easy to prepare good meals with the right equipment, and that modern gas appliances are a necessity, not a luxury to be put off until they get a new car, a television set, a power motor or what have you."

Three vignettes of home service were staged: the demonstration for club groups; the classes and demonstrations for teen-agers; and the "Chef's Classes," described as "product meetings in disguise" for salesmen. The stage setting was a modern kitchen and the home service participants in the skits were Shirley Brua, Donna Sullivan and Marilyn Franke of Southern Counties Gas Company and Ruth Marsh, Jeannette Kenyon, Ellen McQuaid and Marcia Wood of Southern California Gas Company. Frank Seitz, vice-president, Southern Counties Gas Co., appeared as a salesman in the third skit.

The final scene put the spotlight on Gladys Price, holding a sequin bucket saying "I wonder if Mr. Shea will like this bucket. It doesn't contain natural gas but it is full of glamour, comfort, convenience and leisure time. I bet Mrs. America will buy it." Mr. Shea agreed that home service had ably demonstrated how "woman power" could put "sales power" on the firing line.

Contributing to the sociability, drama and fun of the Home Service Breakfast were home service directors who, as hostesses, welcomed guests and assisted in making the Breakfast run smoothly. Garlanded with leis from the Honolulu Gas Co., they brightened the morning for the delegates who had come out to the early morning function.

Acting as hostesses were: Ruth D. Kruger, Phoenix; Shirley Fegert, Honolulu; Mary L. Bohn, St. Louis; Betty Jane Frahm, Bismarck, N. D.; Mildred

selling gas means selling glamour, comfort, leisure time

Pictured are speakers at home service round-table, Oct. 17, Hotel Biltmore, Los Angeles. Left to right: standing—Dr. Gladys Stevenson, Katherine L. Rathbone, Elizabeth Sweeney Herbert, Janet Smith; seated—Maxine Livingston, Kathryn Davis, and Shirley Brua

Home service exhibit visitors are (l. to r.): Katherine Rathbone, Southern Counties Gas; Mildred Clark, Oklahoma Natural; Elizabeth Lynahan, Peoples Gas Light & Coke

Clark, Tulsa, Marguerite Fenner, San Francisco; Elizabeth J. Lynahan, Chicago; Irene L. Muntz, Rochester; Patsy J. Mayer, Seattle; Mary Burton, San Diego; Mary Baum, Hollywood; Maxine Howe, Chris Grauer, Kathryn Davis, Geraldine Schenk, Los Angeles; Geraldine Gerkin, Santa Ana; Florence Merriam, San Pedro; Betty Stalker, Maytag Range Co.; Anne Truax, Rheem Manufacturing Co.; Pauline Treisch, Tappan Stove Company.

"What's in the News" was the central topic of the afternoon home service round table program held at the Biltmore Hotel on October 17. Developments in the laundry and the kitchen were presented by equipment editors from two national magazines.

In discussing the new area of family activities, the home laundry, Mrs. Maxine Livingston, family home editor of *Parents'* magazine, stated that much has been accomplished by home service and by equipment editors to give the laundry more stature in home planning. There is still need for greater space allottment in the homes of the future in order to bring home laundering more prominently into the homemaking picture, she said.

A *Parents'* magazine survey found that in homes with children 85 per cent of the families interviewed wanted a special room for laundering. Further questioning indicated that 51 per cent wanted this room to be on the first floor. Mrs. Livingston pointed up that better laundries and kitchens are desired and then showed, with illustrations, ways in which these working areas could be tied in with family activities and, by attractiveness, be made major centers in the home.

Mrs. Elizabeth Sweeney Herbert, household equipment editor of *McCall's* magazine, traced the evolution of the kitchen and then discussed with illustrations the new developments gained from research studies on work centers and how equipment is concerned with them. Mrs. Herbert said, "Housewares are getting the beauty treatment, too, and tomorrow's kitchens will reflect the new trends in research and experimentation which are rapidly showing changes in equipment design and features.

"We are entering a period of experimentation," she continued. "The manufacturers and the designer teams really aim, I think, to give the public the most advanced product that research can develop and technology can produce.

"Whether such products will sell is the big gamble. There seems to be a kind of tug-of-war between the attraction of the new and the fear of the unfamiliar. The consumer's desire for novelty reaches a sort of shock-zone."

"Junior Home Economists Look at Business" was the title of a three-part discussion in which Kathryn Davis, Southern Counties Gas Co., described briefly the summer training program for students from colleges of home economics in Southern California. Dr. Gladys Stevenson, head of the department at Whittier College and Janet Smith, a student, discussed the value of such a program to students in getting before graduation a picture of what a job in home service would mean as a career.

One of the new features of modern gas ranges, the rotisserie, was promoted and described by Shirley Brua, dietitian in the home service department of the Southern Counties Gas Company.

Sparkling New Freedom Gas Kitchens and Laundries attract crowds at A.G.A. convention, provide showcase for leading magazine designers

Gas parades at L. A.

One of many all-gas kitchens attracting attention at Hotel Statler at convention time, this New Freedom Gas Kitchen and Laundry was first all-gas kitchen designed by "Good Housekeeping" in over three years. Exhibit has Youngstown twilight coral cabinets and blue highlights, walnut formica wall. Convention delegates, 1,100 architects and builders, Soviet Commissars of Building, toured displays

Visitors to the Los Angeles parades of kitchens vi
new easy-to-clean built-in ranges by Cribben & Se

California Miss admires built-in Servel refrigerato
copper-colored door matching range and dishw

Exhibited at Southern California Gas Co., Los Angeles, this kitchen demonstrates the luxury of two built-in ovens and broilers situated near a cooking and dining island

Easy removal of vegetable bin is one convenient feature of Servel's "built-in gas refrigerator of the future" with separate freezer and an ice-making compartment

The numerous advantages of oven cooking in a Western-Holly built-in unit are shown by two models to the former president of the Los Angeles Home Builders Institute

Republic Steel Kitchens display by "Better Homes & Gardens" has Weste fireplace at elbow level, ceiling, counter tops, accessories in "passion purpl

Soviet visitors were highly impressed with "Good Housekeeping" display wi pegboard wall for knick-knacks, cabinets for shallow-depth can goods storag

Speakers at the corporate secretaries meeting are (l. to r.): H. S. Walker Jr., A. G. A.; R. M. Drevs, Peoples Gas Light; G. L. Harding, Pacific Tel & Tel; T. H. Wheat, Transcontinental Gas Pipe Line; B. H. Harper, Northern Natural Gas; Dale Parker, Columbia Gas

Section meeting hears atom report

What happens to gas installations when a 30 kiloton nuclear device is exploded 500 feet above ground was described to members of the A. G. A. General Management Section on October 17 during the A. G. A.-PCGA Convention in Los Angeles. The speaker, Guy Corfield, Southern California Gas Co., Los Angeles, served as the gas industry's project officer at the Nevada test site this spring.

Results showed, he said, that gas piping and equipment are "relatively resistant to nuclear explosion and will be among the most immediately usable or repairable civilian and industrial facilities. For the same reasons of strength and relative simplicity, gas appliances are also resistant to nuclear explosion, and unless located in structures that are themselves completely destroyed, will be available for emergency as well as regular use."

The test further showed, Mr. Corfield said, "that distribution piping, valves, regulators and control equipment will offer maximum resistance to nuclear explosion if installed as much as possible underground by direct burial, or in pits or vaults not rising above ground level."

A third tentative conclusion, he said, is that "lead-caulked cast iron bell and spigot joints are susceptible to the ground shock by nuclear blast, and are likely to develop leakage." (Mr. Corfield's report is presented in full in the November 1955 issue of A. G. A. MONTHLY.)

Lists three keys

F. M. Banks, president of A. G. A., told the audience of 320 delegates that the three keys to successful management of the gas industry are imagination, ingenuity and leadership.

"What we need," he declared, "is more vice-presidents in charge of ideas."

J. H. Carson, vice-president, The East Ohio Gas Co., Cleveland, was elected incoming chairman of the General Management Section. L. A. Brandt, vice-president, The Peoples Gas Light & Coke Co., Chicago, was elected vice-chairman.

The following committee appointments were announced by Larry Shomaker, vice-president, Northern Natural Gas Co., Omaha, Nebraska, who presided as chairman of the Section:

Accident Prevention Committee: Robert E. McEldowney, Jr., United Fuel Gas Co., Charleston, W. Va., chairman; E. C. Baumann, Public Service Electric and Gas Co., Newark, N. J., vice-chairman.

Committee on Comparison of Competitive Services: Ira J. Rapson, Michigan Consolidated Gas Co., Detroit, chairman; Harold W. Gee, Volunteer Natural Gas Co., Johnson City, Tenn., vice-chairman.

Corporate Secretaries Committee: Robert M. Drevs, The Peoples Gas Light & Coke Co., Chicago, chairman; Everett O.

Left: George L. Harding leads the discussion of corporate secretaries' problems at Oct. 18 meeting

Right: Guy Corfield, Southern California Gas, presents "Gas and the Atom Blast" at management session

Left: General Management Section session speaker is Jesse W. Tapp, board chairman of Bank of America

Right: Emmett J. Leahy of Leahy & Co. addresses session on theme "Stemming the Tide of Paperwork"

Stoothoff, Texas Gas Transmission Corp., Owensboro, Ky., vice-chairman.

Committee on Economics: Walter J. Herrman, Southern California Gas Co., chairman; Frank Griffith, The Peoples Gas Light & Coke Co., vice-chairman.

Insurance Committee: Robert T. Sprague, Cities Service Petroleum, Inc., New York, N. Y., chairman; R. H. Brandow, Stone & Webster Service Corp., New York, N. Y., vice-chairman.

Personnel Committee: Walter K. Paul, Northern Indiana Public Service Co., Hammond, Ind., chairman; E. F. Hubbard, Philadelphia Gas Works, Philadelphia, Pa., vice-chairman.

Rate Committee: Paul F. Hoots, New Orleans Public Service Inc., New Orleans, La., chairman; Charles M. Turner, The Cincinnati Gas & Electric Co., Cincinnati, Ohio, vice-chairman.

Managing Committee: John H. Carson, The East Ohio Gas Co., Cleveland, Ohio, chairman; Leslie A. Brandt, The Peoples Gas Light & Coke Co., Chicago, Ill., vice-chairman.

Nominating Committee: Larry Shomaker, Northern Natural Gas Co., Omaha, Neb., chairman.

Purchasing & Stores Committee: F. W. Kraemer, Jr., New Orleans Public Service Inc., New Orleans, La., chairman; Wilton L. Brown, The Peoples Gas Light & Coke Co., Chicago, Ill., vice-chairman.

Depicts West's expansion

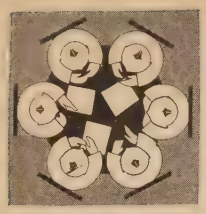
Jesse W. Tapp, chairman of the board, Bank of America, Los Angeles, gave the delegates a glowing word picture of the West's free enterprise economy. Construction has been phenomenal and a high expansion potential prevails for one industry after another, he declared. Problems are being overcome, he added, by resourcefulness, initiative and adaptability to changing conditions.

Emmett J. Leahy, president, Leahy and Co., New York, appealed to the audience to help stem the tide of paperwork. He noted that the Paperwork Management Task Force of the recent Hoover Commission proved that more than $100 million in savings to industry can be accomplished by "a sound and efficient attack on useless paperwork required of companies by the Federal Government.

"Equal or greater savings would accrue," Mr. Leahy added, "if the same yardstick and method of attack were applied at state and municipal levels. . . .

"It costs gas and electric companies about $14 million annually to prepare requests for rate increases because of tons of documents that must be compiled and shipped to Washington and the ensuing costs of maintaining a federal auditor while he checks their records. Solutions reached by the industries and the Federal Power Commission with the assistance of the task force resulted

(Continued on page 32)



Industrial relations round-table

Prepared by
A. G. A. Personnel Committee

Edited by W. T. Simmons

Assistant to the Personnel Manager
Philadelphia Electric Company

● **Action to cut absences**—Use a positive, aggressive approach to cut down on absenteeism, advises Dr. S. M. Small, professor of psychiatry, University of Buffalo, School of Medicine. "In many ways," he says, "we are still like children. We will try to avoid work if we think we are not closely observed. Emotionally immature employees may test the limits of what they will be allowed to do without being punished."

Dr. Small recommends a good record-keeping system, interested investigation of absences, and discipline where merited, when you have problems of over-absenteeism. In addition, Dr. Small says that management's assistance to trusted employees in financial or family difficulties goes a long way toward developing a sense of responsibility for regular attendance. He also suggests that praise for employees with good attendance will do more good than open criticism of delinquents.

● **Need to improve policies on reservists**—Attention has been called to some "important questions for collective bargaining" raised by the change to a compulsory reserve system provided under the new Armed Services Reserve Act. Since a growing number of workers may be forced to leave their jobs for two to four weeks of military training annually for as many as seven years, it says, there is a need for a review of the effect of temporary military service on workers' pay and employment rights.

Existing policies on reserve service were designed in a period when such duty was voluntary. Unions and employers felt only a limited obligation to those who chose to enlist for service in the reserves. As a result, AFL says, the special policies in most companies on rights of reservists during their period of training "fall short of fully satisfactory protection."

Major points which AFL thinks contracts should provide in order to give full protection to reservists are (1) full regular pay to workers on duty, without deduction of government pay for training time; (2) retention of the right to a full paid vacation; (3) full reinstatement rights to the job; (4) counting time spent in reserve training as time worked for seniority purposes; and (5) special provisions to enable late-shift workers to attend required hours of night training.

● **Tell a worker how to gripe?**—So much emphasis is placed on training foremen in how to handle grievances that the employee's role in the procedure is often forgotten. But not at P. Lorillard Company. Here each employee gets a booklet that tells him how to handle complaints. It's written from a worker's-eye-view. It tries to show why it's a good thing for all concerned for him to get gripes off his chest; that his foreman is intensely concerned with helping him. Then, it goes on to explain the orderly process (as agreed in the union contract) for handling a grievance if it cannot be resolved between the worker and his immediate foreman or supervisor.

If you'd like to have a copy, write R. B. Wyland, director of industrial relations, P. Lorillard Co., 119 West 40th Street, New York 18, N. Y.

● **Guaranteed annual wage nearly three years old in St. Louis**—The "guaranteed annual wage," about which the country has suddenly become conscious, is not new in St. Louis. There, Local 688 of AFL's Teamsters has been signing guaranteed annual wage agreements since 1952. The local represents about 10,000 employees in warehousing, distribution, food processing, and manufacturing.

At the end of 1954 the local had negotiated 43 contracts covering 5,248 members with a guaranteed annual wage provision. However, since the guarantees usually apply to just 60 per cent of the seniority roster of a company, only 3,121 of the covered employees benefit by the guarantee.

While called a guaranteed annual wage, the contract clause is written in terms of guaranteed annual employment and there are signs that only a work guarantee was contemplated. There is no tie-in with unemployment compensation in any way, indicating that the parties did not expect layoffs to reach a point where anyone in the first 60 per cent of a seniority roster would be drawing jobless benefits. There is no trust fund to finance the guarantee on more than a pay-as-you-go basis.

The guarantee clause is a model of brevity. Here is one in a contract with a number of employers:

"It is understood and agreed that, subject to the conditions herein set forth, the various companies shall guarantee employment for at least 2,000 straight-time hours each contract year thereafter during the period of this contract, to the number of employees in each individual company as follows. . . .

"The employees who are entitled to receive the guaranteed annual wage shall be determined by seniority. Whenever there is a separation of any individual who was covered by the guarantee, the next employee on the seniority list shall replace the separated individual on the guaranteed list so that the number of employees at each company is maintained constantly as above set out. . . .

"This guarantee shall be exclusive of overtime hours worked, but all time paid for and not worked, such as paid vacations, paid holidays, paid sick leave or any similar payments, shall be included as part of guarantee and be counted against the said 2,000 hours.

"The guarantee shall be absolute and not be excused for any reason, excepting failure or refusal of employees to work or for discharge for cause, or for military leave, or for mutually agreed upon leave of absence."

● **Looking for a press agent?**—When the business agent of the Rock Island (Ill.) barbers' union asked if his members could visit Farmall's plant, the management was only too willing. W. T. Lippert, public relations manager, Farmall Works, International Harvester Co., believes that no other group in town has as many chances to talk to people. They tell the story to a captive audience—their day-in-day-out customers.

So Farmall took 63 barbers on a plant tour, showed them the shop. Plant guides told them how better products build demand, how change-overs are speeded to shorten layoffs, how research means new products and new markets, why frequent new models are needed. Workers told them cost of machines, how Farmall plows back profits, how stockholders invest. Top executives explained prices, markets, future plans. At lunch, the barbers received answers to their questions.

Result: Today Farmall has new friends in town—barbers who can give people the facts about these operations at Rock Island.

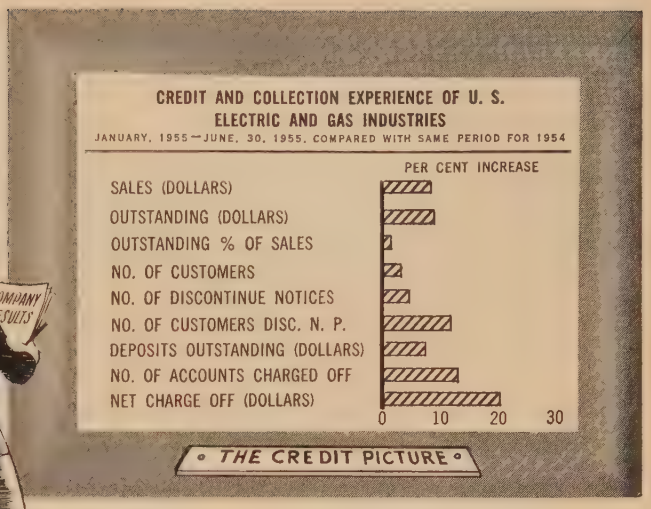
● **Film of the month**—"Health and Your Wealth" illustrates the extra work done by the heart to throw off body heat in temperatures above 75 degrees. Shows heart functioning normally in air-conditioned room. 16mm, sound, black and white, 16 min. Available for free loan from: Mitchell Mfg. Co., 2525 North Clybourne Avenue, Chicago, Illinois.

● **Arbitration decision**—*Connecticut board says employees entitled to holiday pay while ill*—The Connecticut Board of Mediation and Arbitration sustains the grievance of two employees of the Prat-Daniel Corporation who were denied pay for holidays during periods of extended illness. The employees, members of CIO's Marine and Shipbuilding Workers, were absent from work for about five weeks and two months respectively. One claimed pay for Christmas and New Year's Day. The other claimed pay for Thanksgiving Day.

The employer, however, argued that company practice has not provided for payment of holiday pay to employees where the absence was due to illness which lasted eight or more days. This was a "reasonable application" of

(Continued on page 47)

Charge-offs show mixed trend up



The Credit Picture for the first six months of 1955 compared to last year presents a mixed picture of collection results, not only in respect to the principal geographical areas, but the individual company reports as well. The over-all increase of 20.4 per cent in net charge off to uncollectibles continues the rising trend in evidence since 1948, but the rate of increase is moderately lower than in four of the five preceding semi-annual periods.

On a geographical basis we find five areas showing increases over last year ranging from 20 per cent to 46 per cent, two areas in which the increase was only 4 per cent each, and two areas where decreases were registered of 4 per cent and 10 per cent. Similarly, 75 per cent of the company reports revealed higher losses than last year, while only 25 per cent reported lower losses. About one-third of the company increases ranged from 50 per cent to more than 100 per cent greater losses than last year.

In regard to the increases in sales, accounts receivable outstanding, and growth in customers, these indices are up but show only narrow fluctuations over the past three years. This relative stability, however, emphasizes that the higher percentage of net charge off to uncollectibles is still out of line in relation to the modest growth in sales and customers.

There are some favorable indications,

(Continued on page 32)

REFLECTION OF CREDIT AND COLLECTION EXPERIENCE OF U. S. ELECTRIC AND GAS UTILITIES—JAN. 1, 1955, TO JUNE 30, 1955

Per Cent—Increase or Decrease over Corresponding Period—1954

	NEW ENGLAND	MID ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATLANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN STATES	PACIFIC STATES	UNITED STATES TOTAL
SALES (Dollars)										
Total Sales	+ 5.1	+ 5.5	+ 8.6	+ 9.6	+10.5	+ 7.3	+11.0	+17.7	+15.4	+ 9.4
Total Sales (Excl. Ind.)	+ 4.8	+ 7.5	+ 7.1	+11.9	+ 9.4	+ 8.3	+14.4	+22.4	+16.8	+ 9.8
OUTSTANDING (Dollars)										
Gen. Led. Bal.	+ 3.3	+ 0.5	+15.9	+ 6.4	+ 9.1	+ 0.4	+ 8.4	+20.7	+13.2	+ 9.5
Cycle or Past Due Bal. (Excl. Ind.)*										+ 9.3
OUTSTANDING—% of SALES										
Gen. Led. Bal. to Total Sales	— 1.7	— 4.7	+ 6.7	— 2.9	— 1.0	— 6.5	— 2.4	+ 2.5	— 2.0	+ 0.2
Cycle or Past Due Bal. (Excl. Ind.)*										+ 0.0
NO. OF CUSTOMERS	+ 1.4	+ 1.2	+ 2.5	+ 3.0	+ 4.8	+ 4.7	+ 3.7	+ 5.3	+ 7.1	+ 3.5
NO. DISCONTINUE NOTICES	+16.7	+ 4.9	+10.1	+12.7	— 6.0	— 4.2	+ 3.6	+17.6	+ 7.7	+ 4.9
NO. CUSTOMERS DISCON. N. P.	+ 2.4	+ 8.3	+16.6	+19.4	+19.6	+18.5	+ 7.2	+29.8	+16.7	+13.3
DEPOSITS OUTSTANDING										
Number*										+ 6.3
Amount	+ 2.5	+ 9.7	+13.4	+10.9	+11.3	— 4.3	+ 4.2	+10.0	+17.0	+ 8.6
NO. ACCOUNTS CHARGED OFF	+27.3	+ 9.5	+27.8	+15.0	+19.0	— 4.5	+ 0.2	+60.3	+ 5.6	+13.7
NET CHARGEOFFS (Dollars)										
Net Chargeoffs (total)	+42.4	+19.7	+45.6	+35.3	+33.8	+ 4.4	+ 3.9	—10.1	— 4.0	+20.4
Total Chargeoffs (less Ind.)*										+25.4

* Geographical results not included due to insufficient representation.

Facts and Figures

Prepared by A. G. A. Bureau of Statistics

Shipments of 237,100 automatic gas water heaters during September were 15.4 per cent greater than in September last year. This marked the ninth consecutive month in which shipments of over 200,000 units were effected. During the first nine months of this year, shipments of 2,136,100 automatic water heaters represented a gain of 23.2 per cent over the comparable period of 1954.

Gas range shipments during September aggregated 231,300 units, up 13.4 per cent over last year. There were 1,740,400 gas ranges shipped during the first nine months of this year, 15.5 per cent greater than the 1,506,400 units shipped between January and September, 1954. Shipments for 1955 are expected to exceed 2.3 million units, the best since 1951.

Shipments of 100,200 gas fired furnaces were 22.2 per cent greater than the 82,000 units shipped during September 1954, the second successive month in which over 100,000 units were shipped. Shipments of 45,600 conversion burners were 27.0 per cent greater than a year ago and represented the greatest number shipped in any single month since March 1950. This increase has reversed the downward trend experienced in each of the last five successive months, when compared to the same month a year ago. There were 14,600 gas-fired boilers shipped during this month as against 11,900 shipped in the same month a year ago.

Housing starts in September fell to the lowest level in seven months. Work was begun on 113,000 dwelling units, off 8.1 per cent from August and 2,700 fewer than in September, 1954, which was an unusually high month and not typical of the seasonal trend in home construction. Housing starts normally show a drop in September over those in August although this was not the case in

(Continued on page 32)

SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES DURING SEPTEMBER, 1955

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	September		August		Nine Months Ending September 30, 1955	
	Units	Per Cent Change	Units	Per Cent Change	Units	Per Cent Change
RANGES						
Gas	231,300	+13.4	233,400	+30.1	1,740,400	+15.5
Electric	115,500	+ 1.5	87,000	+ 0.2	1,119,900	+16.1
WATER HEATERS						
Gas	237,100	+15.4	275,600	+33.1	2,136,100	+23.2
Electric	87,300	+ 8.6	70,800	+ 7.1	711,000	+15.7
GAS HEATING						
Furnaces	100,200	+22.2	104,100	+38.2	614,000	+32.8
Boilers	14,600	+22.7	12,500	+28.9	63,900	+13.1
Conversion Burners	45,600	+27.0	23,200	—21.1	138,800	—16.9
DRYERS						
Gas	43,300	+56.6	34,500	+54.6	230,600	+58.3
Electric	126,600	+59.4	101,700	+75.8	667,900	+77.5

PERTINENT BUSINESS INDICATORS, SEPTEMBER

(WITH PER CENT CHANGES FROM CORRESPONDING PERIOD OF THE PRIOR YEAR)

	September			August		
	1955	1954	Per Cent Change	1955	1954	Per Cent Change
Industrial activity (1947-49 = 100)	141	124	+13.7	140	123	+13.8
Consumer prices (1947-49 = 100)	114.9	114.7	+ 0.2	114.5	115.0	— 0.4
Housing starts, Non-farm (thousands)	113.0	115.7	— 2.3	123.0	114.3	+ 7.6
New private construction expenditures ($ million)	2,758	2,460	+12.1	2,761	2,457	+12.4
Construction costs (1947-49 = 100)	148.8	141.6	+ 5.1	148.5	141.3	+ 5.1

GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING SEPTEMBER

(MILLION OF THERMS)

	1955	1954	Per Cent Change
Month of September			
All types of gas	4,273.7	3,962.6	+7.8
Natural	4,092.4	3,780.2	+8.3
Other Gases	181.3	182.4	—0.6
Twelve Months Ending September 30			
All types of Gas	64,638.8	59,944.9	+7.8
Natural Gas	61,208.3	56,700.7	+7.9
Other Gases	3,430.5	3,244.2	+5.7
Index of Monthly Gas Sales (1947-49 = 100)	188.8	175.1	+7.8

Joint Accounting Sections meeting is forum for problems ranging from operations research to tax depreciation

See varied roles for accounting

Stimulating addresses and a provocative panel discussion highlighted the two meetings sponsored jointly by the Accounting Sections of the American Gas Association and the Pacific Coast Gas Association. Subjects discussed included utilities industry research, cost management, electronics, chairman's report, employee relations, accelerated depreciation, and methods and procedures work as a part of internal auditing.

The first meeting, held Monday afternoon during the three-day A. G. A.-PCGA convention, was presided over by Austin T. Gardner, Delaware Power and Light Co., A. G. A. Section chairman. Delegates were welcomed by PCGA Section chairman J. C. Liecty, Arizona Public Service Company. Dexter Stoner, Pacific Gas & Electric Co., was introduced as the incoming PCGA Section chairman.

Recommendations of the A. G. A. Section's nominating committee were unanimously adopted, and elected as officers for the coming year were: Chairman, E. R. Eberle, Public Service Electric and Gas Co.; vice-chairman, W. D. Sweetman, The Peoples Gas Light and Coke Co., Chicago. Paul E. Ewers, Michigan Consolidated Gas Co., presented the report of the nominating committee.

In accepting the 1955-1956 chairmanship, Mr. Eberle praised Mr. Gardner and his administration for having accomplished a program "impossible to surpass and difficult to equal." He stated as his goals the maintenance of past high levels of performance, the contribution of new thoughts for benefit to the Accounting Section, and the fostering of a spirit of friendship and cooperation.

E. R. Eberle, incoming chairman of Accounting Section (r.) accepts gavel from retiring chairman, A. T. Gardner, during Accounting Section session at A. G. A.-PCGA Convention

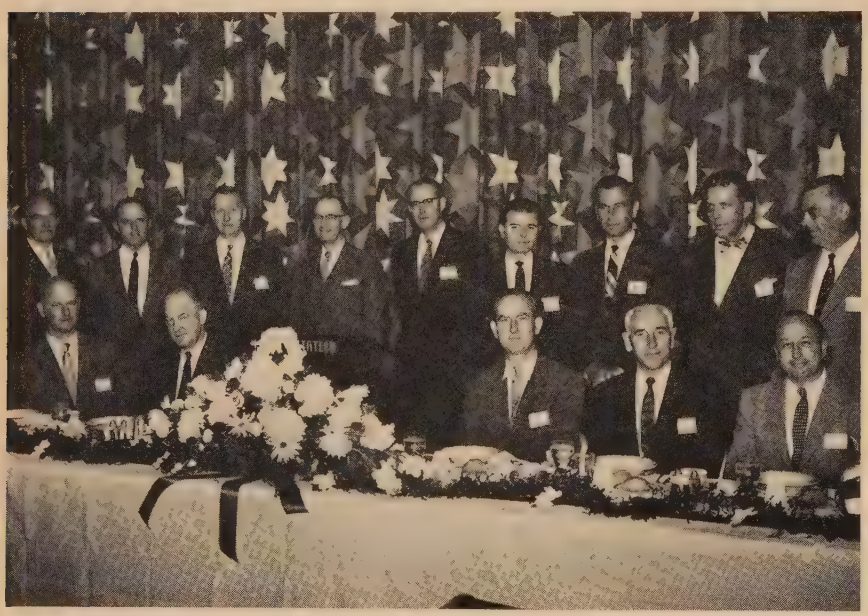
J. E. Hobson, director, Stanford Research Institute, emphasized the growing need for the scientific approach in management. In his paper, "Operations Research and the Utilities Industry," he defined operations research as "the scientific approach to evaluating alternatives under management control." He pointed out that the development of such an approach is keyed with the increasing availability of electronic computers, since automatic systems can be developed only by the application of methods of science.

Mr. Hobson presented a comprehensive report of the profitable application of operations research to three specific decision areas of interest to utility management. First was the strategic and tactical decisions of purchasing, storing, and selling gas; second, the efficient operation of a supply system for maintenance parts, and third, the classic problem of power load control.

Abundant opportunities exist for further successful research work in the field of utility operations, according to Mr. Hobson. Examples are the problem of adding capacity to a utility system, the determination of number and location of branch offices, and the development of rate structures.

"Management is interested in narrowing that area of decision-making in which intuition and opinion are relied upon," he said. "Through operations research management can know in advance the probable consequences of adopting eligible courses of action and can thereby make decisions which will enhance a

Participants on program of Accounting Section meeting at Hotel Statler are (l. to r.): Paul E. Ewers; John L. Liecty; R. C. McCollum; J. E. Hobson; A. T. Gardner, outgoing Section chairman; R. H. Johnson; E. R. Eberle, new chairman; W. D. Sweetman, new vice-chairman



Outgoing coordinator of General Activities Group, D. W. Peterson (seated, 2nd from left), presides at Section luncheon session. Seated at his left is F. M. Banks, outgoing president of A. G. A.; D. H. Johnson (standing, 3rd from left) is new coordinator of group

company's ability to attain its profit goals."

Reinhold H. Johnson, general auditor, audit and systems department, The Brooklyn Union Gas Co., raised the challenging question "Are you managing costs or are costs managing you?" In his talk was stressed the importance of planning at all levels and in all phases of management. While planning should have top management directive if possible, Mr. Johnson emphasized that lack of directive from the top does not excuse middle management from the responsibility of planning for cost management.

Mr. Johnson explored many of the possible areas for cost control in utility management, and pointed out in each instance the benefits to be obtained by proper planning. The major tools with which management should equip itself in order to plan effectively for cost management, said Mr. Johnson, are efficient organization, capable personnel, a program of promoting sound policies, and the proper assignment of responsibilities.

Ralph C. McCollum, assistant superintendent, data processing, The Peoples Gas Light and Coke Co., posed the question "Are You Measuring Today the Problem of Electronics Tomorrow?" He spoke in place of James C. Messer, formerly with the same company, whose death on September 16, 1955 terminated a career of long and outstanding service to the Accounting Section.

Mr. McCollum chose caution as his theme—not as a deterrent to electronic programming nor in criticism of the work of pioneers in the field, but as a warning of the potential hazards or "boobytraps" to be avoided. The boobytraps include underestimating of difficulties, poor definition of requirements due to inadequate knowledge of basic data, designing around exceptions instead of normality, inadequate analysis of exception cases, overlooking the existence of duplications, and overlooking operations control possibilities.

These pitfalls can be avoided, Mr. McCollum explained, by sufficient planning with system coordination, an adequate manpower supply of properly trained key people freed from other responsibilities, attention to design for normal situations with provision for working in the exceptions, and careful avoidance of exaggerated estimates of economies.

On Wednesday a luncheon meeting was held in the Sierra Room of Hotel Statler, with D. W. Peterson, Minneapolis Gas Co., and coordinator, General Activities Group, presiding.

F. M. Banks, A. G. A. president, presented the "Order of Accounting Merit," the highest recognition which is bestowed upon members of the Accounting Section, to the three members whose leadership and originality during the past year had been of outstanding service to the gas industry in the field of accounting and related activities.

Recipients of the gold pin and certificate which symbolize the award were R. H. Johnson, The Brooklyn Union Gas Co., W. D. Sweetman, The Peoples Gas Light and Coke Co., and Joseph Purdy, Baltimore Gas and Electric Company.

Mr. Gardner, reporting as 1954-55 chairman, credited the chairmen of the various subcommittees with being primarily responsible for the year's accomplishments. He commented on the continued widespread use and acclaim of the customer relations training film developed by past administrations. He stated that a preliminary report on depreciation methods has been prepared by the Committee on Depreciation Accounting, and that the Committee on Taxes deserved commendation for the presentation of its views to the Treasury Department.

Mr. Gardner summarized the work of the Committee on NARUC Uniform System of Accounts which, working with the EEI joint committee, has been re-

sponsible for the elimination of many of the most objectionable features originally contained in its proposed uniform system. He pointed out that the committee is convinced that neither the industry nor the regulatory authorities will gain any substantial benefit from the proposed system of accounts, and that there is no real need for a new system at this time.

Attention was called by Mr. Gardner to the outstanding work of the Electronics Committee, as evidenced by the seminar which was conducted during the year and by the $50,000 grants made jointly by A. G. A. and EEI to Harvard University for research by Dr. Aiken of Harvard and five associates on a full-time basis.

Mr. Gardner reviewed the work of the reactivated Committee on Application of Accounting Principles and the views it has presented to the American Institute of Accountants. Protests have been recorded against issuance of bulletins containing language not in the best interests of public utilities.

A paper delivered by Gilbert J. Williams, The Connecticut Light and Power Co., supplied a very comprehensive answer to the question "Do Employee Relations Apply to Accounting Personnel?" Emphasizing the value of fairness in day-to-day dealings with employees and the fact that good labor relations is good management, Mr. Williams brought the accountants squarely into the picture.

"I believe we will all agree that any group that handles as many public contacts as our accounting people, plays a very prominent and important role in shaping customer opinion," he said. "Likewise, there is no other single group of employees whose work reaches across department lines as much as that of the accountants."

Continuous training

Urging constant attention to improvement of recruitment, testing and selection of employees, orientation and training, adequate pay, individual recognition, and a well-rounded employee benefit program, Mr. Williams stressed particularly the need for continuous training programs. He recommended, as the elements of such a program, thorough initial orientation, courses on customer relations and on fundamentals of operations, conducted field tours of company facilities, company subsidization of the cost of approved courses in outside educational institutions, job rotation, and job appraisal.

Richard A. Rosan, Columbia Gas System Service Corp., summarized very thoroughly the present practices of gas utilities with respect to use of accelerated depreciation. Quoting from the results of a questionnaire survey of 124 A. G. A. member companies, he pointed out that 54 had decided to use accelerated depreciation based on the 1954 Tax Code, with 33 having decided against its use. Of the 37 companies still undecided at the time of the poll, 20 leaned toward some form of accelerated depreciation. (For a more detailed presentation of Mr. Rosan's paper, see the November, 1955, issue of A. G. A. MONTHLY.)

The final spot on the two-day program was devoted to a fast-moving and entertaining panel discussion of "Methods and Procedures Work as a Part of Internal Auditing" under the chairmanship of J. S. Green, Southern California Gas Company. Expounding the advantages of including methods and procedures as an internal auditing activity were Frank N. McClelland, Haskins & Sells, Los Angeles; and C. J. Ryan, Minneapolis Gas Company.

Just as firm in their opposition to any combination of these two functions were George A. Copeland, Standard Oil Company of California; and C. E. Pearman, Pacific Lighting Corporation.

Although fulfilling the prediction of their moderator that the matter would not be settled at this meeting, the four speakers conclusively met this challenge to prove that the subject is a controversial one. Both sides of the question were thoroughly explored during a very interesting discussion.

A.G.A. Committee on Economics sponsors third Financial Forum

Under the sponsorship of the Committee on Economics the third A. G. A. Financial Forum was held on October 14 and 15 at the Santa Barbara Biltmore, Santa Barbara, California. As with previous meetings, the Forum provided an opportunity for executives of all types of financial organizations to meet with gas utility executives and explore some of their mutual problems in an informal and off-the-record atmosphere. A total of 210 executives attended the meetings.

Speeches were presented dealing with the problems and prospects of gas supply, financing patterns in the natural gas industry, markets for natural gas, fundamentals of return determination, and regulatory developments and trends. In addition to prepared speeches adequate time was provided for questions from the floor directed to the speakers.

At the third meeting of the American Gas Association Financial Forum, a seven-man panel holds an off-the-record discussion, with W. B. Tippy (center) acting as discussion leader. Mr. Tippy and H. M. Henry (2nd from right) are members of A. G. A. Committee on Economics

Industrial, commercial gas men hear of A.G.A. atomic research; other speakers urge stepped-up selling tactics

Atomic era may speed gas search

New Section chairman, L. E. Biemiller (left), is congratulated outgoing chairman, Ray Trowbridge, at annual meeting of Indus and Commercial Gas Section, held during recent A. G. A. conven

Two important research projects to determine how atomic energy can be utilized to produce natural gas substitutes were reported to the A. G. A. Industrial and Commercial Gas Section meeting at the Hotel Ambassador by F. D. Campbell, chairman, A. G. A. Atomic Energy Committee.

One, initiated by the A. G. A. Gas Operations Research Committee after consultation with the Institute of Gas Technology, will investigate the production of natural gas substitutes from oil by the use of radioactive substances. The other, being carried out by the U. S. Bureau of Mines and the Atomic Energy Committee, involves the use of nuclear energy for production of synthesis gas from coal.

Mr. Campbell's discussion of atomic energy utilization and its effects on the industrial fuel industry was one of several presentations at the annual Section meeting, presided over by Chairman Ray Trowbridge, Seattle Gas Company.

Mr. Campbell said the general consensus of the top experts is that atomic energy will not soon displace conventional sources of energy, but will for some years in the future supplement them. "The atomic energy industry will develop and grow parallel to the existing industries producing the primary fuels.

"It appears to me," he added, "that a coal mine, or an oil well, or a natural gas well is still a very good investment."

The object of the research voted by the A. G. A. committee will be "to collect and critically review published information on the decomposition of hydrocarbons to methane by the use of electron bombardment and beta and gamma radiation from radioactive isotopes. The scope will include a literature search to compile the available information on the effects of high and low intensity radiation on the decomposition of hydrocarbons.

"After completion of this literature search," Mr. Campbell said, "specifications for experimental facilities to conduct studies will be set up for the consideration of the project supervising committee."

The Bureau of Mines project, Mr. Campbell said, is exploring the use of energy from reactors to supply process heat for making synthesis gas from coal. "It is reported," he said, "that the process considered for research would eliminate the oxygen plant which accounts for nearly 70 per cent of the power used in a present gas synthesis plant."

The bureau also offers hope of a synthesis plant in which the Btu of product approaches that in coal, instead of the 45 per cent efficiency now obtained, Mr. Campbell said. The speaker, who is president of New England Gas and Electric Association, said that his company feels that the production of a natural gas substitute from coal or oil will become very important, especially in New England.

Commenting on a report that miniature atomic reactors suitable to heat a home would be available within three to five years, Mr. Campbell reported as follows:

"James F. Foley, research engineer for The Baltimore Gas and Electric Co., has made a study of such a small home type reactor and has come to these conclusions. In a reactor of so small a size, the fission rate would be too low to develop enough power for home heating.

Chairman Trowbridge greeted speakers (left to right): F. D. Campbell, New England Gas and Electric Association, and chairman of A. G. A. Atomic Energy Committee; R. D. MacMahon, Southern California Gas Co.; and Tyler MacDonald, Hixson Jorgensson agency

Therefore, the heat would have to be supplied by the radioactive fission products rather than from residual fissionable material. Fission products decay spontaneously at a rate which cannot be altered except by changing their amount and composition.

"The power generated in the miniature reactor cannot be controlled, and the heat given off at the end of six years is only a small fraction of the initial amount. Initially, then, most of the heat generated will have to be wasted and an adequate means provided for its dissipation if sufficient heat is to remain available just before replacement is due.

"In the U.S., much more energy is consumed in residential space heating than in electrical power plants. Only about 0.01 per cent of the fission energy available in the fuel elements of large reactors appears as energy useful for home heating. On this basis, if we assume that all electric power were generated using nuclear reactors, the energy from the fission products produced by the reactors would heat less than one home in 10,000."

Mr. Campbell rounded out his address with a review of new techniques, in both the gas and other industries, made possible through the use of radioactive material.

Calling for a united front against the competitive challenge to commercial and industrial gas loads, R. D. MacMahon, Southern California Gas Co., urged that local industrial and commercial sales efforts be integrated with the national efforts made possible by A. G. A.

"Let's think for a moment of the type of things that are available to us in this struggle for the customer's dollar," Mr. MacMahon said. "Let's talk for a moment about the PEP Campaigns. This is the third year this national vehicle has been available to us. It is a national vehicle designed specifically for local transportation. It is an omnibus—it covers all types of commercial cooking equipment. It's a bus for the individual utility to ride to the destination of its own choosing. Here under the broad expanse of the PEP Campaign, each utility is privileged to direct its promotion to the goal it wishes to attain.

"This year, Ed Fineran, Washington Gas Light Co., is riding toward a specific goal by highlighting the advantages of stainless steel equipment. So by uniting with the PEP Campaign, they can direct this national effort to achieve the goals they wish to find in Washington.

"Milwaukee Gas Light Company, is another example. In the PEP Campaign they are placing their emphasis on competitive equipment and are doing very well; another goal—another ride.

"In the southern part of the country—in Oklahoma—Johnnie Fretwell used the first PEP Campaign as a medium to coordinate the activities of his many dealers in many areas. In Chicago, Jim Condon and The Peoples Gas Light and Coke Company used this national campaign to accomplish their own specific purpose.

"Locally during the three campaigns, the Southern California and Southern Counties Gas Companies have put emphasis on competitive equipment, striving to discourage the efforts of our competitive friends in the fryer and oven fields.

"The annual PEP Campaign, as you see, can be anything to anyone—large, medium, or small. The utility can fit it to its own particular needs and obtain the added benefit of natural emphasis, national advertising, and a united national campaign."

"Another place where A. G. A. has provided a vehicle which can be used to the advantage of the individual utility," Mr. MacMahon continued, "is the annual commercial water heater campaign. This is a well-conceived program which can fit anybody and everybody, under any or all conditions.

"For those utilities which have a high saturation of volume water heating, here is an opportunity to raise the quality of the installations, either through the plumbing outlets or by the utility's own sales efforts. For those utilities which have a low saturation of volume water heating, this campaign provides the vehicle which can be used to build load. They can build it either through their own efforts or by making it more attractive for plumber-dealer organizations.

"This is another national campaign which has the support of the larger manufacturers of water heating equipment—those who operate nationally—and it is entirely feasible to secure the cooperation of the water heater manufacturers who operate in local areas.

"Still another way in which the local

(Continued on page 30)

A.G.A. sponsors largest exhibit at Hotel Show

Guests at head table at traditional Commercial Gas Breakfast included (l. to r.): J. A. McCarthy, Hotel Association of New York City, Inc.; I. S. Anoff, Food Service Equipment Industry, Inc.; F. H. Groen, GAMA; John Kinerk, New York State Hotel Association

Eleven gas appliance manufacturers displayed their latest models at A. G. A. Combined Commercial Gas Exhibit at 40th annual National Hotel Show, attended by over 40,000. The displays covered 3,000 square feet, comprised the largest single exhibit of the show

With a registered attendance of well over 40,000, the 40th annual National Hotel Exposition held one of its most successful shows at the Kingsbridge Armory, Bronx, N. Y. during the week of November 7-11.

A major attraction of the show was the A. G. A. sponsored Combined Commercial Gas exhibit. Nearly 3,000 square feet were devoted to exhibits of cooperating manufacturers who showed the latest in heavy duty gas cooking equipment and allied lines.

Among companies joining in the show's largest single exhibit were: The G. S. Blodgett Co. Inc., Burlington, Vt., which showed its standard three-section deck oven, a confectioners' stove and the latest Pizza Oven, all in stainless steel.

Another attractive section was occupied by Cecilware-Commodore Products Corp., New York. A full line of counter equipment was shown: coffee urns, a broiler griddle, counter fryers and portable coffee carriers.

The Cleveland Range Co., Cleveland, displayed heavy duty steamers, the Steam-Chef line and also the smaller counter model Steamcraft cooker. Most of this equipment was in stainless steel.

In allied equipment the Duke Manufacturing Co., St. Louis, exhibited warm air food tables and other serving equipment utilizing gas for keeping foods at proper holding temperatures. Self-contained gas-fired steam jacketed kettles formed the major part of the area occupied by Groen Mfg. Co., Chicago, with counter models along the backwall.

Another piece of equipment in demand by the smaller establishment was the gas-fired washer of Kewanee Industrial Washer Corp., Kewanee, Ill. This machine is adequate for pots and pans, dishes, glasses and silver.

Among range manufacturers was Magic Chef, Inc., St. Louis, showing a line of heavy-duty ranges in a variety of tops together with range ovens and broilers. In addition, a deck oven occupied a prominent part of the exhibit.

The Malleable Steel Range Manufacturing Company, showed its line of "South Bend" heavy duty ranges and broilers. A new item this year is the "Charry Broiler" in both floor and counter models. Also new with this company is the "Trubake Oven". The model displayed was a two-deck type in black finish.

One of the most important features of heavy-duty equipment is the oven temperature controls which were shown by Robertshaw-Fulton Controls Co., Youngwood, Pennsylvania. A. O. Smith Corp., Milwaukee, had a display of the Burkay water heaters for kitchen use in that they supply both 140 and 180 degree water.

Garland Division of Welbilt Corp., Detroit, had an attractive display of heavy-duty and restaurant type ranges and broilers with assorted tops to meet varying demands of customers.

In the center of the Gas Area A. G. A.'s lounge provided meeting facilities for visiting commercial gas men and delegates to the exposition. Telephone service was provided for the convenience of the cooperating exhibitors and their personnel.

Not all the gas equipment was concentrated in the A. G. A. exhibit. Several manufacturers were scattered throughout the giant hall. Among those showing gas appliances were: Amcoin Corp.; Bakers Pride Oven Co.; Lyons-Alpha Products Co.; Market Forge Co.; Middleby-Marshall Oven Co.; Ruud Mfg. Co.; Savory Equipment, Inc.; and Vulcan-Hart Mfg. Co. This latter company for the first time at any large show, had an "island" arrangement of ranges.

One of the exhibits which attracted wide attention was that of Jerry O'Mahony who for the first time had a complete diner set up in the hall. Gas equip-

(Continued on page 48)

Problems of distribution, supply hold stage at Operating Section's two-day meeting in Los Angeles

Section reviews 'fruitful' year

The 36th year of the A. G. A. Operating Section has been active and fruitful. Once again it has served as a filter center, into which is poured a great mass of technical information, data and statistics, which is then screened, processed and extruded in the form of papers, reports and bulletins.

These words from the report of Chairman Walter H. Davidson, Transcontinental Gas Pipe Line Corp., served as an appropriate keynote for the two afternoon sessions held by the Section at Los Angeles during the A. G. A.-PCGA convention. Authoritative speakers delivered timely discussions on leading problems affecting the progress of the gas industry.

J. H. Collins, New Orleans Public Service, Inc., was elected chairman for the coming Association year. Serving with him are Grove Lawrence, Southern California Gas Co., first vice-chairman; and V. F. Bittner, The Peoples Gas Light and Coke Co., second vice-chairman.

Chairman Davidson also announced that it was considered "inadvisable" to hold manufacturers' exhibits in conjunction with the Section's two spring conferences, to be held at Chicago during the week of May 6, 1956, but added that the Special Committee on Section Organization will "keep the proposal before it for future consideration."

"Supplementing Pipeline Gas," by Samuel Green of The Brooklyn Union Gas Co., chairman of the Gas Operations Research Committee, was presented in his illness-caused absence by F. J. Pfluke, Rochester Gas and Electric Corp. Mr. Green reported, in part:

"As a prudent industry we must be prepared with processes for the production of suitable supplementary gases at competitive prices for that time when the reserves of natural gas can no longer keep up with our requirements. . . .

"What is not generally realized is the increase in demand from a probable population increase of three per cent and a per capita energy consumption increase of two per cent compounded annually over a period of 25 and 50 years. Thus, one opinion indicates adequate supplies for at least 25 years; the other that 20 years from now we may be in short supply in all fossil fuels. . . .

"The real threat to the gas industry posed by nuclear fuels is that electric costs may be stabilized while gas costs continue to rise. . . . We must not overlook comparative costs against the time, still reasonably distant, when nuclear fuels begin to play a dominant part in central power generation.

"If the energy demands foreseen by some of the experts should materialize on schedule, it is a fair assumption that the electrical industry (without attempting to invade the fields in which oil and gas are now directly employed) will be hard put to build generators, atomic or otherwise, fast enough to keep up with their own load requirements.

"If, indeed, atomic energy develops fast enough to reduce current demands upon coal for boiler fuel, the effect will be to conserve and make more coal available for the gas industry."

Mr. Green's report then discussed briefly various research projects using residium oil, shale oil and coal. He appealed for continued research:

Walter H. Davidson (c.), 1955 chairman of American Gas Association Operating Section, congratulates incoming chairman J. H. Collins Sr. (r.) and incoming vice-chairman Grove Lawrence, upon election

"The industry must settle on its objective, its approach and a target date range. We must clear up the fog of estimates, wishful thinking and apprehension that obscure the situation today, and then plan our program to accomplish our agreed objectives and meet the target date set."

Rising costs of gas, labor and construction were studied by E. J. McConnell, Stone & Webster Service Corp., New York City, in his detailed paper on "Some Economic Aspects of Gas Distribution Today." He summarized:

"The natural gas distributing industry is facing continuing rises in the cost of purchased natural gas, labor and material costs, plant investment and taxes. There are few uses of gas for which other fuels cannot be substituted. In the home and small commercial and industrial establishments, electricity is a formidable competitor. In the bulk use of fuel, coal and oil prices have leveled off in the past five years and the past spread between their cost and natural gas is narrowing rapidly.

"Load development should be planned and controlled keeping in mind load factor economics and the particular hazards of plant investment in taking on loads now using coal or oil. Utility managements need to review their present operating methods critically so as to function in as modern and economical a manner as possible. New investment should be measured against the questions whether to defer, cut down or eliminate.

"The impact of fixed charges and a consideration of the present worth of money should receive careful attention. A company should continually plan at least five years ahead. Revenues, expenses, construction, and financing should be projected that far into the future by a team consisting of sales, operating, accounting, tax, and financial people so that management can be kept aware of trends and can execute its responsibilities on the basis of adequate knowledge of the economics of the gas distribution business."

"Quality Control as a Supervisory Tool" by G. J. Sandusky and H. C. Connal, Southern California Gas Co., was an excellent review of special problems arising from the trend to automatic appliances, particularly in connection with the emphasis on "prompt and efficient service" called for in Point 11 of the Gas Industry Development Program.

Messrs. Sandusky and Connal also presented a case study of their company's 13 years' experience with a quality control program in customer service. (This section of the paper was published in the November issue of A. G. A. MONTHLY.)

How one man in the central dispatcher's office at Houston controls the flow of gas in a 1200-mile transmission system was reported by E. M. DeMouche, Houston Pipe Line Co. Rapidly varying load demands from city gate and industrial customers all along the line make the problem complex.

"A large part of our system is low pressure," said Mr. DeMouche. "Our more recent construction might be classified as intermediate pressure, while the newly completed system operates at high pressure. By necessity, the three different pressure systems may be operated as separate lines, or they may be operated as a unitized network to meet any emergency demand.

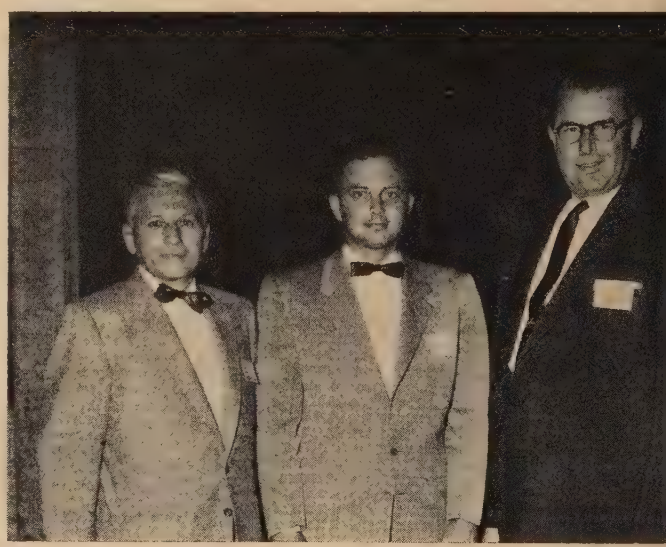
"In order to operate these systems we have installed telemeter circuits on our telephone system paralleling our pipe lines and also on lease circuits in other areas. These telemeter circuits are located at the origin and terminus of all important main and branch lines and at all remote control points.

"We have installed remote operated regulators at the cross-over connections of the three systems as well as on field purchase lines and on our gas storage project.

"By having a continuous recording of pressures from these key points on our system, and by making it possible to operate a regulator at far-distant points from the dispatcher's office by pressing a button, we can keep the three transmission systems in balance at all times."

Two-way radio communication is also used by Houston Pipe Line, and Mr. DeMouche stressed the fact that modern equipment helps to gain and hold the

Group photograph depicts joint meeting of Operating Section's Gas Measurement Committee held Oct. 16. Seated second from left is new chairman, E. E. Stovall



At session were (l. to r.): F. J. Pfluke, Rochester Gas & Electric; E. DeMouche, Houston Pipe Line; W. H. Davidson, Transcontinental Pipe L

confidence of customers.

"Organized effort brings results; when management gives the subject of accident prevention the same attention it gives to engineering, budgeting, personnel and customer relations, that attitude begins to be reflected increasingly all along the line.

"It has been said that the greatest pressure on an employee to follow safe practices is not a book of rules, or fear of management discipline, but fear of what other employees think of the man because of his accident. This is an approach that management should develop as a self-policing force."

These statements were made by Karl B. Nagler, The Peoples Gas Light and Coke Co., Chicago, in his paper on "Management's Responsibility for Safety." He showed that gas utilities, in a list of 40 industries compiled by the National Safety Council for last year, stood 28th highest in frequency rate and 23rd highest in severity rate. Wage cost for disabling injuries among gas utilities last year totaled $3,000,000, with an equal amount added for care and treatment of injured workers.

Traffic accidents are the greatest cause of deaths and injuries in the country, Mr. Nagler reported, and he urged management interest in this phase of safety. He gave details of his company's program of driver supervision and discipline, and praised the gas industry's new Safety Code for Gas Transmission and Distribution Piping Systems.

Drawing on the experience of the Columbia Gas System which has approximately $100,000,000 invested in underground storage, "The Advantages of Underground Storage in the Operation of a Gas Utility" were discussed authoritatively by C. E. Loomis, Columbia Gas System Service Corp., New York City.

"Underground storage is not the panacea for all the problems of the industry," declared Mr. Loomis. "It can, however, under certain combinations have distinct and substantial advantages in a utility operation. . . .

"Such operations have made it possible for gas companies to meet the requirements of their customers on a more economical basis . . . enabled gas companies to supply additional requirements of their markets in many instances where, without underground storage, it would have been necessary to postpone service until more firm winter gas could be made available by the suppliers."

Mr. Loomis gave four examples based on assumed conditions, one without storage and three with storage located at different positions between the production field and the market. He showed how proximity of storage to the market helps to lower the cost of gas considerably.

In discussing "The Role of Engineering," J. N. Landis and F. A. Hough of the Bechtel Corp., San Francisco, stressed engineers' many contributions to reduction of costs, despite rising prices in all phases of gas company operation.

Guy Corfield, Southern California Gas Co., Los Angeles, spelled out "What the Corrosion Engineer Can Do for Management." He listed the following important ways in which a corrosion engineer can exercise or promote corrosion control:

1. Review and make periodic tests and observations on existing installations to disclose corrosion before it becomes serious.
2. Recommend types of coating or other protective measures.
3. Recommend general design criteria.
4. Recommend where corrosion will be encountered if normal materials are used, superior materials such as copper, stainless steel, etc.
5. In difficult cases, attempt to find alternative design or location.
6. Where corrosion is inevitable, recommend design whereby its progress can be watched and corroded members can be removed and replaced easily.
7. Exercise continued surveillance over design plans and construction jobs, to see that there is adherence to the above general rules and concepts.

Mr. Corfield also urged "personal promotion and salesmanship" to gain complete understanding and cooperation of staff and operating supervisory per-

(Continued on page 31)

Speaker Karl B. Nagler (left), Peoples Gas Light & Coke, discussed safety, and Guy Corfield, Southern California Gas, presented paper on corrosion

G. J. Williams, executive vice-president of Connecticut Light & Power, told how his company combatted flood

Gas sales in need of top guidance

The challenging statement that "the weak stepchild of today's natural gas industry is our sales strength" was made by L. L. Baxter, president, Arkansas Western Gas Co., at the meeting of the A. G. A. Residential Gas Section, held at the Hotel Ambassador, Los Angeles, on Oct. 18.

Mr. Baxter asked the industry's sales executives to "employ the same wisdom and ingenuity in picking up and moving forward with our sales forces that we have employed and are now employing in building the monumental production, transmission and distribution divisions.

"Top level management can, and must, take over the sales departments and sales activities to be certain the same finesse is employed in the sales divisions of our work as is employed in our operating department."

Mr. Baxter was a speaker at a meeting that heard reports on the progress of the Gas Industry Development Program, revived sales of gas refrigerators, new developments in the field of gas air conditioning and some of the latest selling techniques. Section Chairman Walter H. Kurdelski, Michigan Consolidated Gas Co., presided.

At the opening, Mr. Kurdelski introduced Mrs. Ramona Deitemeyer, "Mrs. America," who told the audience that the sale of gas appliances can mean the release of the American housewife from drudgery, thus enabling her to share in the opportunities of her community life.

As first order of business, the Section membership unanimously elected B. H. Wittmann, The Peoples Gas Light and Coke Co., as chairman for the coming Association year. Elected vice-chairman was W. D. Williams, New Jersey Natural Gas Company.

Mr. Kurdelski reported briefly on his term as chairman, using the just published "Promotion and Advertising Plan Book for 1956" as his text. (For a detailed report on the "Plan Book," see the November issue of A. G. A. MONTHLY.) The campaigns outlined for 1956 "are the result of planning and work of the many committees of the Residential Section," Mr. Kurdelski said. He extended his thanks to committee members and the A. G. A. staff for their aid and cooperation throughout 1955.

A detailed evaluation of accomplishments—and shortcomings—after two years of the Gas Industry Development Program was prepared by J. Theodore Wolfe, executive vice-president, Baltimore Gas and Electric Co., and GID committee chairman. Due to the illness of Mr. Wolfe, the paper was read by E. H. Eacker, president, Boston Gas Co., and past president of A. G. A. (Mr. Wolfe's report appeared in the November issue of A. G. A. MONTHLY.)

Stating that Servel has "de-emphasized compression refrigerators to the point of virtual elimination," Duncan C. Menzies, Servel president, said that "Servel is back on the gas beam. We have made fewer than 10,000 compression refrigerators this year and that is principally to use up parts."

Mr. Menzies used the occasion of presenting awards to winners of the A. G. A.—Servel Gas Refrigeration contest to review the history of his company during the past year. He vigorously denied current reports that Servel had been sold to General Electric. Mr. Menzies credited these reports to "envy" of Servel's newly developed air conditioner —"a threat to the heat pump"—and to the desire to acquire the Servel automatic icemaker feature.

"We know that every important manufacturer in the country is showing interest in the icemaker," he said. "We have had visits from half a dozen of the top companies and we have been approached to sell the automatic icemaker.

"We intend," Mr. Menzies said, "to keep the automatic icemaker exclusively for the gas industry."

Mr. Menzies asserted that as long as Servel has "the confidence of the gas industry, we will give no serious consideration to a merger or a sale to General Electric or any other company.

"Only when I am satisfied that this great gas industry cannot support a gas refrigerator will I be obliged to consider protecting the stockholders' position and start negotiations either for a sale or a merger. At present there are no serious intentions on the part of Servel to do either."

Mr. Menzies, who said gas refrigerator sales had increased 60 per cent over the same period last year, expressed confidence in the forthcoming line for 1956. Servel's president said the new line is "superior in performance and sales features to any Servel heretofore built, and equal to the best available compression refrigerator on the market today."

Servel has a new three-ton air conditioner undergoing field tests—a unit described by Mr. Menzies as "simpler in design, is half the weight, half the size of the present three-ton unit and is capable of substantial price reduction."

Four Servel engineers toured Europe to study absorption refrigerators "to see what we could learn from manufacturers in Europe," Mr. Menzies said. He said that the company research and product development program is producing results "that you will see next year and for years to come."

Mr. Menzies concluded with the presentation of awards to winners of the A. G. A.—Servel contest. (See page 28 for a complete list of winning utilities.)

Another manufacturer, The Coleman Co., reported to the Residential Section meeting on its progress toward the goal of capturing a larger segment of the air conditioning load for the gas industry. The presentation, in the form of a film entitled "Challenge Accepted," was introduced by Cliff Hall, Coleman's manager of utility operations.

Mr. Hall said that the gas industry's "summer valley" problem can only be answered by "gas air conditioning coupled with the accepted means of heating by gas. It is our belief that we have accepted the challenge that confronts our industry today with the gas motor air conditioner."

Another film, Consolidated Edison Company of New York's "Hey, Charlie," was shown, with L. A. Scofield of Con Edison explaining how the film is used to sell gas heating.

"The sale of gas space heating in our territory has been influenced by a widespread misunderstanding as to the relative costs of gas in comparison with other fuels, especially oil," Mr. Scofield said. In order to break down sales resistance arising from this misunderstanding, Con Edison decided to communicate directly with the various groups that make up the mass market.

"Communication within these groups," Mr. Scofield said, "is by word of mouth. If you can impose a favorable message on the communication system the sales among this group will increase. The word of mouth communication has made new sales for gas in Westchester County, New York, so acceptable that nine out of ten new homes are being gas heated. In Queens the same thing has worked against gas heat so we get far fewer homes heated with gas."

To penetrate these groups, Con Edison made the film, "Hey, Charlie," and arranged showings in private homes through the house party plan, Mr. Scofield said. A housewife invites at least ten of her friends and neighbors for a showing, and the utility provides the film, equipment and refreshments. The hostess receives a small appliance for her aid.

"This operation has been effective and popular," Mr. Scofield said. "It started in April of this year and through September there have been over 900 picture parties attended by 10,000 people. At these parties more than 1,000 guests have asked to have one of their own."

Though the primary purpose of the parties is to convert public opinion rather than produce sales, Mr. Scofield said more than 500 sales leads have developed

B. H. Wittmann (l.) new chairman, Residential Gas Section, awards plaque honoring service to the outgoing chairman, W. H. Kurdelski

Mrs. America addresses the Residential Gas Section group, telling the value of gas appliances in releasing women from drudgery

Earl H. Eacker, Boston Gas Co., gives J. Theodore Wolfe's paper, "Gas Industry in Action" at Oct. 18 meeting at Hotel Ambassador

directly from them.

"Our best salesmen at these parties are people who already heat with gas," Mr. Scofield said. "They seem to take pride in convincing the non-users that gas heat is the best they can get.

"The right word about gas heating is getting around in our territory," Mr. Scofield concluded. "We confidently expect sales to follow."

A third film shown during the afternoon was "A Tale of Two Kitchens," sponsored by A. G. A. New Freedom Gas Kitchen and Laundry Bureau, the National Association of Home Builders and *Woman's Home Companion.*

Chairman Kurdelski urged the viewers to make plans to use it in their territories "for showing to architects, builders, cooking schools, home economic classes and demonstrations of all types."

In recognition of Mr. Kurdelski's leadership of the Section as chairman during 1954 and 1955, a scroll was presented to him by the incoming chairman, B. H. Wittmann, on behalf of A. G. A. Included was a magnetized fountain pen set.

The meeting was adjourned with a drawing for attendance prizes.

Servel men air sales campaign plans at national convention

PROGRAMS for greatly expanding gas refrigerator sales in 1956 and coming years were announced at the Chicago annual national sales convention of Servel, Inc. Plans were aired for hard-hitting merchandising and advertising campaigns, a broadened sales training program, improved distribution, and continued close cooperation with gas companies.

The 100 attending executives and sales officials, representing the home offices in Evansville, the company's seven U. S. regions, its international division and its Canadian operation saw a preview of the company's 1956 gas refrigerator line.

"Servel's objective is to double gas refrigerator sales in three years and to triple them in six years," said Richard S. Testut, vice-president and general manager, home appliance sales division.

Servel speakers included Louis Ruthenburg, board chairman; Duncan C. Menzies, president; Roland D. Payne, sales manager; E. A. Nash, merchandising manager; Harry Bowser, sales development director; Donald B. Smith, advertising and sales promotion manager; J. C. Kellner Jr., appliance service manager; Raymond Lubar, Pittsburgh regional manager; D. M. Mayne, Dallas regional manager; P. E. Arnold, Los Angeles district manager; and F. G. Laux, Kansas City district manager. Arthur H. Motley, publisher of the Sunday newspaper supplement *Parade,* also addressed the group.

43 utilities win cash awards in A.G.A.-Servel sales contest

FORTY-THREE of the nation's gas utilities, representing 18 states, earned cash awards in the four-month gas refrigerator sales campaign sponsored jointly by the American Gas Association and Servel, Inc. Top winners reported a refrigerator sales increase of 80-800 per cent over last year's contest period.

Final standings released by Roy B. Munroe, chairman, A. G. A. Gas Refrigeration Committee, show the Lone Star Gas Company and the United Gas Corporation each winning two of the contest's six divisional first places.

The Lone Star Gas Company's general division in Dallas, Texas, led the field among utilities with 200,001 or more residential meters, and its Fort Worth, Texas, division finished first among utilities in the 100,001-200,000 meter class. United Gas Corp. divisions in Jacksonville, Texas, and Monroe, La., were tops among utilities in the 25,001-50,000 and 10,001-25,000 classes, respectively.

Other first-place winners were the Central Indiana Gas Co., Muncie, Ind., 50,001-100,000 meter class, and the United Gas System, Inc., Independence, Kan., 10,000 meters or fewer class.

In addition to the 43 cash awards, special prizes went to the sales managers of top-ranking utilities in each of the six divisions. Duncan C. Menzies, president, Servel, Inc., made the latter presentations at the annual American Gas Association convention in Los Angeles.

D. C. Menzies, Servel president (far left), presents awards to winners. Others depicted are (l. to r.): L. Ruthenburg, Servel; J. C. Flanagan, United Gas Corp.; C. L. May, Lone Star Gas; M. A. Voorhees, United Gas Corp.; C. M. Cullison, Central Indiana Gas Co.; R. S. Testut, Servel; M. L. Bird, Lone Star Gas

Besides the winning utilities listed above, the following also earned cash awards.

Division one (200,001 or more residential meters)—Southern Union Gas Co., Dallas, Texas; Peoples Gas Light & Coke Co., Chicago; Southern California Gas Co., and Southern Counties Gas Co., both of Los Angeles; Equitable Gas Co., Pittsburgh, Pa.; and Northern Indiana Public Service Co., Hammond, Indiana.

Division two (100,001-200,000 meters)—Houston Natural Gas Corp., and United Gas Corp., both of Houston, Texas; Lone Star Gas Co., Dallas, Texas; and Alabama Gas Corp., Birmingham, Alabama.

Division three (50,001-100,000 meters)—South Jersey Gas Co., Atlantic City, N. J.; Indiana Gas & Water Co., Indianapolis, Ind.; Metropolitan Utilities District, Omaha, Neb.; and United Gas Corp., New Iberia, Louisiana.

Division four (25,001-50,000 meters)—United Gas Corp., New Braunfels, Texas, Beaumont, Texas, and Jackson, Miss.; Mobile Gas Service Corp., Mobile, Ala.; Nashville Gas Co., Nashville, Tenn.; Western Kentucky Gas Co., Owensboro, Ky.; Central Illinois Light Co., Springfield, Ill.; Mid-South Gas Co., Little Rock, Ark.; and Iowa-Illinois Gas & Electric Co., Davenport, Iowa.

Division five (10,001-25,000 meters)—Kokomo Gas & Fuel Co., Kokomo, Ind.; Chattanooga Gas Co., Chattanooga, Tenn.; Arkansas Western Gas Co., Fayetteville, Ark.; Gas Service Co., Hutchinson, Kan.; and Gas Light Co., Columbus, Georgia.

Division six (10,000 meters or fewer)—Central Illinois Electric & Gas Co., Freeport, Ill.; South Atlantic Gas Co., Orlando, Fla.; and Gas Service Co., divisions in Parsons, Ottawa, El Dorado, Fort Scott and Beloit, Kan., and Monett and Warrensburg, Missouri.

$3 billion

(Continued from page 6)

it ever was—but a highly competitive business, and that the higher sales and promotion expenses are a necessary and legitimate cost of our continuing to do business and that money wisely spent to increase gas revenues will ultimately redound to the benefit of our customers.

"Then, too, regardless of our level of sales and promotion expenses, we must analyze our internal organization. Do we have the right man in the right job? Are we providing our sales people and our dealers with the most effective merchandising aids? Are our sales people really selling? Are their efforts being properly directed and supervised? Do we have sales people encumbered with unnecessary office routine? Yes, we need to spend more money and effort, but first let us be sure that we are getting the most out of our present sales promotion dollars.

"And that brings me finally to a few observations at the national or industry level, in other words, to PAR. It is urgent that we who expect to stay in the gas business—and stay in it profitably—must assume certain costs and responsibilities which are alien to our friends in the electric or telephone or water business. Until our gas appliance manufacturer friends are in a position to carry a larger part of the promotion and advertising load, we as gas companies—for our own selfish interest and to protect our $15 billion investment in gas property—must carry what to some might appear 'unnatural' burdens. This applies equally to all of us, small companies, large companies, combination companies and, yes, pipeline companies.

"I have just completed two years of rather close association with the PAR program as vice-chairman and, this year, as chairman, and I think PAR performs a very real and significant service for the industry. And, although there is not always full agreement as to who should pay for PAR, I think there is general agreement that all of us in the gas business are benefited by it.

"Perhaps the best and most unbiased appraisal of this program's effectiveness and value to the gas industry comes from our competition. In speaking of PAR Program, a recent editorial in a leading electrical merchandising magazine, titled 'Gas Has Got It—Promotion!' stated, 'The gas industry is running with the ball and taking the public spotlight away from us.' Also, 'The gas people, far from being complacent, are waging the more spirited campaign to educate the public to use their fuel and appliances.' What more sincere and revealing tribute could be paid to the impact and effectiveness of the PAR Program?

"Are you and your company making the most effective use of PAR materials now available? Are you, by tieing in locally, getting the most out of national advertising, such as the tremendously important 80-page gas section in the September issue of *American Builder?* Your local architects and builders, always on the lookout for new ideas, would appreciate receiving a reprint of this section from you and it will, I am convinced, give them some ideas. Gas ideas, that is!

"I know that in speaking to this particular group I do not need to sell you on the achievement of the PAR Program—its research, which made possible the spectacular improvements in range and other appliances; its Hollywood Bureau, where we obtain gas equipment in 90 per cent of movies; its New Freedom Kitchen promotion; Mrs. America; the school educational program used by 125,000 science teachers; and the many other promotional ideas that help sell gas.

"I know I do not need to sell you on the value of these PAR activities nor on the impact of the multicolor spreads and sometimes full sections on domestic gas appliances in *Life, Time, Saturday Evening Post, Better Homes & Gardens, Woman's Home Companion* and other leading consumer magazines all made possible by PAR.

"In 1956 PAR will spend $925,000 for advertising but as to its worth to the

(Continued on following page)

23 Skiddoo

How many servicemen does it take to install a single gas stove? In a certain London hardware store owned by W. B. Wilkinson, relates the AP, the last count was 23.

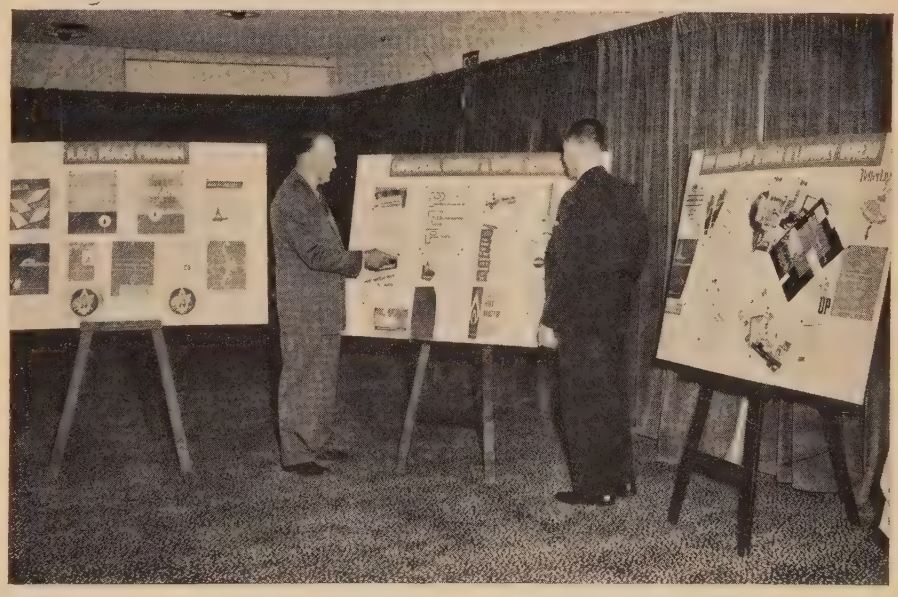
In a period of several months last year, 22 men visited Mr. Wilkinson to—approve the request for a stove, deliver the new stove, fit it, take away the old stove, install a new meter, connect it, remove the old meter, blow out the pipes, work with the compressor unit, survey the work done by previous servicemen, dig up the road, install a new section of pipe.

All was quiet until a year later, when, Mr. Wilkinson reports, a man dropped in to announce he would be there the following Thursday to paint the pipes.

"What pipes?"

"The new gas pipes, of course," was the reply.

A. G. A. displays highlight activities



Displays depicting PAR-sponsored activities of A. G. A. promotion, advertising and research bureaus, plus those of New Freedom Kitchen Bureau and home service, were placed in lobby of Ambassador ballroom. Public Information placed a similar display outside Statler ballroom

(Continued from page 29)

industry, who can evaluate 250 million messages through leading publications, beamed at our customers and promoting the sale of our product? How much, to our commercial cooking load, is a 50-page advertising section in *Restaurant Management,* going to restaurants all over the nation, including those in your own communities, worth?

"PAR is finishing its 11th year of service to our industry. 1955 was the most successful year in PAR's history from the subscription viewpoint: over $2,350,000, plus $250,000 for pipeline research and plus nearly $100,000 for the new public information work. PAR deserves, but unfortunately does not have, the support of every company in our industry—and again I mean, large, small, combination or pipeline.

"Your company is receiving these benefits whether or not it is supporting the program. The new flexible subscription pattern now in effect brought in a substantial increase in the number of PAR subscribers this year. Under this new subscription setup, PAR is certainly a bargain to every company. Old Henry Ford once said a wise thing, 'Coming together is a beginning, keeping together is progress, working together is success.' If your own company is not now supporting PAR, I am hopeful that you will take a fresh look at it.

"So I come back to my original question: 'Three Billion Dollars—More or Less?' I think I know the answer the gas industry will give to that question. We have the $3 billion, and by relearning some old lessons; by learning a few new lessons and by some intensive and intelligent effort, we can and will go for the $6 Billion Question. We'll make it too if we dedicate ourselves to the effort.

"With a superior product, the earned respect and confidence of the public and of our customers; with the will to do and the means and determination to continue our forward march, the gas industry will not be satisfied to simply hold onto its present position, but will continue, as a strong united industry, the tempo of progress already set."

Industrial-commercial

(Continued from page 21)

utilities can help themselves and at the same time help the national picture is the chain-store contact program. As you know, this is a working program. It has been going on for many years. This is the one where utilities are asked to make regularized contacts with the headquarters of chain operators, such as Rexall Drug, Walgreen, Kress, Woolworth, and many others.

"It has worked well. It has given each of us the opportunity of having his story told at headquarters. All we have needed to do is notify the utility in whose area the home office of the chain or large national concern is situated and we immediately have a friend in court—someone who will pitch our story for us at the place where it will do the most good."

Though the industrial field presents a somewhat different situation, Mr. MacMahon said, A. G. A. provides means by which all utilities can unite and receive the benefits of a nation-wide operation.

"One phase that has been going on for some time," Mr. MacMahon said, "is regularized contacts with educational institutions—those colleges, universities, and trade schools which teach metallurgy, ceramics, and other important industrial operations. By seeing that these schools are equipped with the best of gas equipment, the student learns the value of gas fuel in his field and when he enters industry he takes with him the knowledge that when heat energy is needed gas is the finest fuel.

"Also, through the various committees, such as the Industrial Process Committee and similar groups, the advantages of gas in the industrial field are developed and the information is passed along to all who will listen."

Mentioning the research and development conducted with PAR funds under the sponsorship of the A. G. A. Committee on Industrial and Commercial Gas Research, Mr. MacMahon said, "We all know that there are many problems in the utilization of gas fuel which need research and development. Here is a committee of utility people who welcome your suggestions. They are assigned to spend money to do research. All we need to do is tell them what problem or project we believe is important and if it has national significance they will carry it out."

"Dynamic Selling" was the title of an inspiring talk delivered by Tyler MacDonald, Hixson Jorgensson agency of Los Angeles. Mr. MacDonald defined "dynamic" as "opposed to a static inertia, or a potential" and went on to say that gas industry's greatest opportunity is for dynamic selling the inertia-bound "half-heated homes" of the nation.

Mr. MacDonald reviewed the soft spots in our economy and distribution system—referring to them as "blue lights"—but said that that could be changed to "green" by dynamic thinking and the execution of dynamic selling techniques.

Activities of the Section during the past year were reported briefly by Mr. Trowbridge, the out-going chairman. Among highlights mentioned were the closer relations between the restaurant industry, equipment manufacturers and A. G. A. for the development of improved equipment; work of the Industrial Processing Committee in preparing information letters and technical articles on industrial gas uses; and the various Section activities such as the annual sales conference and the Industrial Gas School.

Last on the agenda was the report of the Nominating Committee, delivered by Charles C. Eeles, chairman, and the election of new officers. Lawrence E. Biemiller, Baltimore Gas and Electric Co., was elected chairman, with J. Robert Delaney, Cincinnati Gas and Electric Co., elected vice-chairman.

Gas 'burns' reader

● "Utilities produce electricity, and many manufacturers make appliances that are electric; yet in 80 per cent of all ads you would never find it out. In the same breath I defy you to locate just one ad in a popular home magazine featuring a gas appliance without that little three-letter word. Furthermore, it will appear larger than the ad's smallest print or else in bold type. . . . In the current issue of 'American Home' (serving over three million homemakers) the word gas appears 28 times while some form of electric can be found only 13 times. . . ."

—From a letter to the editor of "Electrical World."

Operating meetings

(Continued from page 25)

sonnel. He then listed six ways in which management can help the corrosion engineer:

1. Allow adequate number of competent and trained assistants, with appropriate facilities and instruments.
2. See that the corrosion engineer's status and opportunity for communication within his organization is defined and adequate.
3. Do not expect immediate or complete elimination of corrosion in all situations.
4. Allow funds for excavation and testing of old and new lines.
5. Be receptive to experimentation and adoption of new materials and methods for corrosion control.
6. Encourage the engineer to join associations and committees so that he can keep abreast of new developments.

"The worst natural calamity in the history of Connecticut" caused more than $1,000,000 damage to the gas properties of the Connecticut Light and Power Company in Waterbury, Naugatuck, Winsted, Putnam, Plainville and Forestville, reported Gilbert J. Williams, executive vice-president of the utility, in a dramatic presentation that closed the Section's second meeting.

Hurricane Diane's erratic course spared the territory from heavy wind damage, but dropped a record 24-hour rainfall of 15 to 20 inches on parts of the state August 18-19, compared with a normal annual fall of 45 inches, causing "incredible flooding." Operating headquarters in the Waterbury-Naugatuck area, the North Gas Plant Holder Station and the South Gas Plant were covered with more than 12 feet of water, cutting off gas service to some 35,000 customers.

The Winsted plant, Mr. Williams stated, was inundated when the Mad River practically wiped out the town; gas service to 2,200 customers was interrupted. At Putnam, 1,300 gas customers had to be shut off when a 10-inch main was carried off by a washed-out bridge. Some 2,200 additional customers in the Plainville-Forestville area were cut off by a similar bridge break.

Herculean efforts by the utility's entire personnel, aided by experts from various equipment manufacturers and a force of 400 trained gas conversion men from the Consolidated Edison Company of New York, accomplished the following "miracle" in 17 days after the flood: Plainville-Forestville, 100 per cent restored; Winsted, 90 per cent; Putnam, 81 per cent; Waterbury-Naugatuck, 80 per cent.

Mr. Williams showed slides of the flood's destruction and the emergency measures set up to restore service. His report was a saga of courage and ingenuity in the face of unparalleled disaster.

Throughout the convention, hundreds of delegates inspected the gas appliances used in "Operation Cue," the A-bomb test last May at Yucca Flat.

A research director views feminine market

Though the largest part of consumer spending is done by women, it is fantastic how little the average businessman understands feminine psychological goals. We men spend a lifetime associating with women—our mothers, our sisters and teen-age companions, our wives, and even our own daughters—yet it never dawns on us that they have fundamentally different motives and interests. We never sense their passivity; their economic insecurity; their narrow world which deliberately shuts out the bigger, threatening outer world; the means whereby they try to support their self-esteem in the drudgery of housework and babies.

Our poor wives patiently and politely listen while we bore them to extinction with our profundities about baseball, politics, and the business scene. We drag them to mystery and western movies which they don't like because of violence and aggression.

Just eavesdrop on some women to realize the wide gulf between their interests and ours. There is very little man-talk in their world. It's babies and beauty parlors, new clothes, parties, recipes, sickness. The pattern may nudge a little this way or that in time, but it still remains essentially the same. And it still is almost totally misunderstood by the masculine intellect.

To those firms that seek insight in this sphere by hiring brilliant women copy writers and executives, let me point out that the career woman is a personality extreme who is in no position to speak for the average housewife. In the eyes of the career woman, children, husbands, and housework are merely necessary nuisances that she has to abide to prove her feminine adequacy. But they are strictly secondary to her career in her mind. Psychologically she is miles apart from the ordinary wife whose central goals include pleasing and caring for her family.

We constantly commit blunders in our sales strategies because our decisions about influencing the woman consumer proceed from these masculine misunderstandings. The automatic dishwasher is a case in point. Here is an excellent technical product which has not gone anywhere saleswise; you will find it in only three per cent of wired homes. Why has it done so poorly?

Several reasons, in all likelihood, account for these disappointing sales, but certainly one is a serious mistake in sales approach. The emphasis on convenience can have a negative effect on many women; some will conceive of this product as a threat to their position in the household, removing one of their traditional jobs and diluting their feeling of martyrdom (which most of us, men as well as women, are likely to glory in whether we realize it or not).

In a motivation study on soaps and chemical detergents, we found that women had below-average brand loyalties toward these products because the advertising too often labored impersonal technical claims and seldom recognized the emotional problems associated with house-cleaning.

Motivation studies on the newer convenience food products like instant coffee show that most women feel guilty about the appeal of time-saving because it conflicts with their self-conceptions. How can a woman look like a self-sacrificing mother devoted primarily to her family's welfare if she "cheats" on such important tasks as preparing meals?

By Pierre Martineau

—Reprinted from "Harvard Business Review," July, 1955.

Credit picture

(Continued from page 15)

particularly in the downturn of the number of discontinued notices, the number of customers disconnected for nonpayment and the number of accounts charged off to uncollectibles, that we may be in an area of transition to better collection results, although it would be too early to make such prediction in view of the rather sharp variations which have occurred in the past between the six month periods. It is encouraging, however, that the increases percentage-wise in the number of disconnections for nonpayment and the number of accounts charged off to uncollectibles are both lower for the current period than in three of the five previous semi-annual periods.

There is a continuing trend for greater deposit coverage to partially offset increased losses. The 8.6 per cent rise shown for the period ending June 1955 is the highest such six month increase on record, and it is further supported by the fact that nearly 85 per cent of the companies reported greater deposit coverage this year than last.

Losses from industrial accounts apparently have not materially changed since last year. The 18 companies reporting such losses show approximately $35,000 for both six month periods.

Details regarding losses for separate gas and electric operations will not be given in this mid-year report because of seasonal influences in the gas industry, but on a comparable basis with last year the results reported indicate that changes in dollar losses and the ratio of losses to sales show greater increases for the gas companies than for electric. The ratio of gas losses to sales was about 30 per cent higher than for comparable electric losses.

Individual companies are reporting that their current collection position with respect to number and amount of delinquencies and field collections are showing improving trends and this, coupled with the fact that the major indices are rising including the Federal Reserve Board Index of Industrial Production which for several months has been higher than last year, could indicate that these factors forecast a better showing in the statistics which will be reported for the six-month period ending December 1955.

It is expected that the Credit Picture Committee will continue its efforts to study the presentation of factual data so as to improve such presentation for broader use by the industry. In this connection, the committee will meet during the year to discuss plans to this end and all companies are invited to submit suggestions as to how data might be presented. Comments may be forwarded to the American Gas Association or Edison Electric Institute Headquarters Offices.

THREE-YEAR SUMMARY

	1953	1954	1955
Number of Discontinue Notices	+ 1.0%	+12.9%	+ 4.9%
Customers Disconnected for Non-Payment	+ 3.1%	+33.9%	+13.3%
Deposits Outstanding—Dollars	+ 5.9%	+ 6.2%	+ 8.6%
Number of Accounts Charged Off	+ 9.2%	+17.4%	+13.7%
Net Charge Off—Dollars	+14.6%	+34.3%	+20.4%

General management

(Continued from page 13)

in savings estimated at $1,850,000 annually."

Mr. Leahy also noted that the NARUC is planning to study the annual report and the retention periods on all records in order to reduce the amount of paperwork required of the gas and electric industries.

The Corporate Secretaries Committee held an open meeting on the following afternoon of the Convention, October 18. George L. Harding, president, American Society of Corporate Secretaries and secretary, Pacific Telephone and Telegraph Co., led the discussion. Tom H. Wheat, Transcontinental Gas Pipe Line Corp., turned over the chairmanship to R. M. Drevs, The Peoples Gas Light & Coke Company.

Mr. Harding opened the discussion with an exposition of the records center set up by Pacific Telephone & Telegraph Company. He pointed out savings possible when office storage space is held to a minimum. Various secretaries then discussed their practices in connection with indexing board minutes.

Other problems discussed included: dividend disbursement; American Society of Corporate Secretaries questionnaire on duties of corporate secretaries; large vs small annual meetings; stockholder ballots; use of certified, insured or registered mail for stock certificates, and transfer of deceased stockholder shares.

Facts and figures

(Continued from page 16)

1954. Thus, the current September, although somewhat below last year still represents a good showing. Builders ascribed the slackening of homebuilding to tighter government policies on housing credit adopted during the summer.

Although shipments of gas appliances are closely related to new housing starts, appliance shipments are usually made during the period when homes are nearing completion. Thus it is not surprising to find that although current housing starts have declined somewhat, shipments of gas appliances during September have increased because the greater number of homes started some six to eight months ago are now in the completion stage. During the first nine months of 1955, 816,700 central gas-fired heating units were shipped, up 19.1 per cent over the 685,800 units shipped in the comparable period one year ago.

Automatic gas dryer shipments during September set a new all time record of 43,300 units, up 56.6 per cent over September of last year. Electric dryer shipments during this same period totaled 126,600 units up 59.4 per cent over a year ago. For the first nine months of this year, automatic gas dryer shipments amounted to 230,600 units, up 58.3 per cent over the comparable period of last year.

Shipments of gas dryers for the nine months of this year are slightly less than shipments made in all of 1954.

Gas appliance data relate to manufacturers' shipments by the entire industry compiled by the Gas Appliance Manufacturers Association. Industry-wide electric appliance statistics are based on data compiled by the National Electric Manufacturers Association and are reprinted by GAMA in its releases. Data on both gas and electric dryer shipments are released regularly by the American Home Laundry Manufacturers Association.

Total sales of the gas utility and pipeline industry to ultimate consumers during September, 1955, aggregated 4,274 million therms, up 7.8 per cent over sales of 3,963 million therms in September of last year. The increases in utility and pipeline sales are attributable in great part to the ever-increasing number of new gas customers and the greater consumption per customer as a result of the increase in gas appliance and industrial usage.

Industrial protection in September hit a new high for the month. Output of the nation's mines and factories were at 141 per cent of the 1947-1949 average, the Federal Reserve Board reported. This was 13.7 per cent higher than output in September 1954. Sales of gas to industrial consumers were up 7.8 per cent in September when compared with the like month of 1954. The Association's September index of utility and pipeline gas sales is 188.8 (1947-1949=100).

Sales of gas during the twelve months ending September 30, 1955 totaled 64.6 billion therms, equivalent to a gain of 7.8 per cent over the 59.9 billion therms sold in the comparable period a year ago.

Why advertise?—a reply from a gas company

By MARION M. THRASH

● Gas, no more than an apple, can sell itself. The smuggest of all fallacies is embraced in the fairy story-type belief that the public will automatically recognize gas as a premium fuel, gas appliances as superior to those using other fuels, and gas companies as models deserving of public monuments.

Any doubt as to the relative importance of gas company and gas industry advertising should be at once dispelled by an understanding of the value of base load. Base load, a synonym for life blood in a gas company, is that financially-vital domestic user load which continues nearly uniform throughout summer and winter. Gas sold to the users of gas ranges, gas dryers, gas water heaters, gas refrigerators, and gas incinerators is base load.

In 1953, 43 per cent of The Peoples Natural Gas Company's total domestic revenue came from base load gas. Base load accounted, in the same year, for 22.7 per cent of the company's total revenue. To make a long definition short and to the point, base load is the gas company's bread and butter. Part of it is translated into a check for a gas company employee.

This essential base load is not built by one group of gas men talking to another group of men about the sparkling merits of gas fuel, gas appliances, and gas companies. Gas men are expected, as a matter of course, to use the product which provides their living.

The real challenge comes in selling gas and gas appliances to those who are not particularly concerned about the gas company's existence. This requires, first of all, the stimulation of demand for gas fuel and gas appliances. Strong arguments must be presented, in appealing form, as to why gas and gas appliances are preferable to a competitor's fuel and appliances. Persuasion, convincing evidence, demonstration, and, in short, an intensive sales effort are called for.

This is where advertising plays its valuable role. Addressed either to mass audiences or specific groups, it carries the message of the superiority of gas fuel and gas appliances outside the company to the public—where it will do the company the most good. Advertising is a potent force capable of changing buying habits, creating demand, influencing, persuading, appealing, and most important, selling.

In this connection, it is significant that 84.3 per cent of Peoples' gas heating customers keep their gas furnace pilots lighted summer and winter. A revealing explanation is that these customers were told of the advantages of keeping their pilot lights on in advertising literature mailed to them by the company.—An excerpt from "The Peoples' Voice," published by The Peoples Natural Gas Co., Pittsburgh, Pa.

Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Showing the Ownership, Management and Circulation of

The American Gas Association Monthly published monthly, except July and August, Bi-monthly then; at Brattleboro, Vermont for October 1, 1955.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, American Gas Association, Inc., 420 Lexington Ave., New York 17, N. Y.; Editor, Vaughan O'Brien, 420 Lexington Ave., New York 17, N. Y.; Managing editor, None; Business manager, None.
2. The owner is: American Gas Association, 420 Lexington Ave., New York 17, N. Y.; President: F. M. Banks; 1st Vice President, Dean H. Mitchell; 2nd Vice President, C. H. Zachry; Treasurer: Vincent T. Miles; Assistant Treasurer, James F. Daly; Managing Director, C. S. Stackpole; Secretary; Kurwin R. Boyes (all of 420 Lexington Ave., New York 17, N. Y.).
3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.
4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

VAUGHAN O'BRIEN, Editor.

Sworn to and subscribed before me this 7th day of October, 1955.

LAWRENCE P. BROWN
NOTARY PUBLIC, STATE OF NEW YORK
No. 41-0453000
Qualified in Queens County
Term Expires March 30, 1957

FPC okays Canadian gas for Northwest

THE Federal Power Commission on Nov. 25 authorized the Pacific Northwest Pipeline Corporation to import 300 million cubic feet of natural gas daily from Canada.

The gas will be used in Oregon, Washington and Idaho to supplement supplies from the line the Seattle company now is building into the region from the San Juan Basin of New Mexico and Colorado.

With this action, the commission completed authorization of facilities—estimated by Pacific to require an investment of $246 million over a five-year period—to bring the first natural gas to the Pacific Northwest.

At the same time, the FPC authorized the El Paso Natural Gas Company to expand its system to increase deliveries to existing customers in California, Nevada, Arizona, New Mexico and Texas.

The El Paso authorization includes exchanges of natural gas with Pacific Northwest.

The commission also approved an application by the Nevada Natural Gas Company to build new facilities to enable it to transport additional gas to be received from El Paso and to take on new customers.

Pacific Northwest's plans now include service to 22 Washington and Idaho communities it was not certificated to supply when the commission authorized it last year to deliver natural gas from the San Juan Basin.

Pacific Northwest will receive the Canadian gas from the Westcoast Transmission Company, Ltd., near Sumas, Washington.

The company also plans to export some gas to Canada, including up to 12,000,000 cubic feet a day on a temporary basis for distribution in Vancouver, B. C., pending completion of Westcoast's facilities in the fall of 1957. Deliveries under this temporary arrangement at Sumas will total 3,942,000,000 cubic feet.

Pacific Northwest will also export 12,600,000 cubic feet a day to the Trail area of British Columbia, at a delivery point near Boundary, Washington. This export will continue for 20 years, with the gas destined primarily for industrial use.

In authorizing the importation of the gas, the commission said the Pacific Northwest proposal had many advantages as a supplement to gas coming from the opposite end of its integrated system.

El Paso's authorized project will expand its system by 455,175,000 cubic feet of gas a day. Of this, the company will sell 177,013,000 cubic feet to the Southern California Gas Company and Southern Counties Gas Company of California, both of Los Angeles; 177,013,000 to the Pacific Gas and Electric Company of San Francisco; 30,345,000 to Nevada Natural Gas, Las Vegas, and 70,805,000 to existing customers in Arizona, New Mexico and Texas.

Estimated to cost $194,274,000, the El Paso project calls for construction of 413 miles of 34-inch pipeline from the San Juan Basin to the Arizona-California border near Topock, Arizona.

Frank M. McMahon, president of Westcoast Transmission, hailed the move as "the culmination of years of effort" by his company.

"This means that Westcoast will be able to complete its $150 million pipeline through British Columbia by early 1957," he added.

C. R. Williams, president of Pacific Northwest said: "On a population basis, the Pacific Northwest will receive the largest initial supplies of natural gas ever provided for a single area."

He added that the cost would be relatively stable because Canadian gas prices are fixed for the 20-year duration of the contract and Pacific Northwest would produce most of its own gas.

Pennsylvania gas companies promote highway sign program

FOLLOWING enthusiastic reception of plans for a unified highway sign program by the Pennsylvania Liquefied Petroleum Gas Association, a joint meeting was held in Reading, Pa., to inaugurate the program. Sixty LP-Gas and utility operators attended the joint meeting at the new United Gas Improvement Company building.

Willard Colvin, sales manager, Reading Gas division, UGI, was chairman. Mr. Colvin's division was the first subscriber to the program in eastern Pennsylvania, and all other UGI divisions joined the program to spearhead the cooperative campaign in their state.

Vernon Beals, president, Beals Advertising Co., Oklahoma City, presented the "Oklahoma story," telling how the program was laid before the Oklahoma LPGA without advance publicity, and how Oklahoma utilities responded readily to the effort. Hal Batsch, Eastern representative for Beals, presented chapter one of the "Pennsylvania story," reviewing the earlier meeting.

Gordon Jones, UGI sales manager, endorsed the program for all UGI divisions. Participation was urged by Christy Payne, Jr., vice-president, The Peoples Natural Gas Co., and chairman, A. G. A. Promotional Planning Committee; and Mark Haines, vice-president, and William Cutten, past president, of the Pennsylvania LPGA.

A realistic display of the seven foot by 12 foot highway sign, with complete lighting effects to show its round-the-clock visibility, was shown at the meeting. A close approximation of the view while driving on a highway was achieved, since those present were able to see the sign from a simulated auto interior with a mock-up windshield.

Utilities represented included: Scranton-Spring Brook Water Service Co., Wilkes-Barre; York County Gas Co., York; The Peoples Natural Gas Co., Pittsburgh; and Philadelphia Gas Works, division of UGI.

Pennsylvania operators in the LP-Gas industry included: Suburban Gas Service, Harrisburg; Gas-Oil Products, Inc., Oxford; Sungas Co., Scranton; Eastern Light Co., Allentown; Eastern Propane Co., Malvern; Rural Gas Co., Williamsport; Cutten Gas Service, Wyoming. Operators of Pyrofax Co., New York, N. Y., and Fuelane Corp., Liberty, N. Y., were also present.

Arrangements were made for a subsequent highway sign program meeting to include the three Pittsburgh companies and LP-Gas operators of western Pennsylvania.

An estimate places the total number of signs contemplated for eastern Pennsylvania, for LP-Gas dealers and utilities, at around 90. Indications are that the program has caught on in northern Illinois and Wisconsin, and it is expected that progress will be made this year toward unified highway promotions in these states.

East Ohio Gas will build million-dollar service center

A NEW 5½ acre, million-dollar service center will be built by The East Ohio Gas Company on Cleveland's west side this spring to accommodate domestic and commercial customers in that area. East Ohio expects to occupy the new service center by the end of 1956. East Ohio's present west side quarters will continue as headquarters for construction department crews, pipe storage operations, and customer servicemen.

The new one-story brick structure with 125 foot frontage will be situated on East Ohio property on the south side of Chatfield Avenue. While some office personnel will be stationed there, the center will be used primarily as headquarters for customer servicemen and their vehicles. Included in the 28,000 square feet of the new building will be a garage accommodating over 50 vehicles, warehouse, complete auto and truck lubritorium and repair shop with modern lifts and wash-racks, and office quarters for customer service personnel.

A teletype service will be installed between the downtown office, where service requests will continue to be received, and the shop where the actual assignments will be issued. A two-way radio-telephone network will enable dispatchers to keep in touch with customer service vehicles at work on the west side.

Columbia Gas System to reduce subsidiaries from 14 to 7

THE COLUMBIA GAS SYSTEM, Inc., New York, notified stockholders and government commissions in mid-November of plans to reduce the number of its subsidiaries from 14 to seven, retaining one in each of the states in which Columbia operates.

This major reorganization is in line with a program started in 1944, when the system disposed of 13 of its former 43 corporations to comply with the Public Utility Holding Company Act. Since then, the system has eliminated 14 other corporations voluntarily through mergers and consolidations.

The simplification plan, a culmination of over two years of engineering and economic study, allows for one interstate transmission company rather than the present two. United Fuel Gas Co., which now produces, stores, transmits, and distributes gas, would operate all of the system's production and transmission properties subject to Federal Power Commission regulation. The distribution properties which United Fuel now operates in West Virginia, Kentucky, and Ohio, would be taken over by the distribution company in each of these states. All other subsidiaries would become solely distribution companies.

This realignment would eliminate duplication of proceedings of member companies before the FPC and state utility commissions. Most of the companies now operate as both transmission and distribution companies. An example was cited whereby a rate increase by a wholesale supplier in the Southwest could necessitate seven separate filings with FPC, 11 with state commissions, and renegotiations on municipal levels in Ohio. This sort of multiple filing costs the system's companies hundreds of thousands of dollars annually, raising consumer gas rates.

Officials explained that when a company is subject to more than one regulatory jurisdiction, there is often disagreement among commissions, the company, and customers, over who should be charged with certain company costs. Frequently, results are that there are costs for which no one accepts jurisdiction.

According to the proposed plan, the system's retail customers in each state would be served by the following companies: Kentucky, Central Kentucky Natural Gas Co.; New York, Binghamton Gas Works; Ohio, The Ohio Fuel Gas Co.; Maryland, Cumberland & Allegheny Gas Co.; Pennsylvania, The Manufacturers Light and Heat Co.; Virginia, Virginia Gas Distribution Corp.; and West Virginia, a new subsidiary.

Other system companies affected by the program are: Atlantic Seaboard Corp.; The Keystone Gas Co.; Home Gas Co.; Natural Gas Company of West Virginia; Amere Gas Utilities; Big Marsh Oil Co.; and Preston Oil Company.

To facilitate implementation of the program, Columbia Gas System will create temporary transmission companies in Kentucky, Maryland, Ohio, and Pennsylvania. These companies will eventually be merged into the United Fuel Gas Company.

It was pointed out that the reorganization, approved by directors, would take several years and would involve 12 separate property transfers and nine mergers. Each step requires the approval of appropriate commissions, including the FPC, Securities and Exchange Commission, seven state commissions, and Internal Revenue Service clearance for certain tax measures.

Plans were outlined to regulatory agencies by Stuart M. Crocker, Columbia board chairman, and George S. Young, president. Details were presented on sound-slide films. A booklet on the presentation was published under the title *A Plan for Realignment of Columbia Gas System Properties.* Stockholders were advised of the plan in a special mailing accompanying the third-quarter report.

Pittsburgh utilities promote gas on educational television

EQUITABLE GAS CO., the Manufacturers Light and Heat Co., and Peoples Natural Gas Co., tell the story of gas and the gas industry over WQED, Pittsburgh's educational TV station. They have installed a complete birch kitchen with built-in gas range and gas refrigerator in a station set used for cooking programs, school education, bakers' forums and the like, and also as background prop for other programs. American Gas Association films are also supplied to the station for showings on a regular basis. One series was completed in the spring and another will get under way shortly.

Midwest Industrial Gas Council holds meeting in Chicago

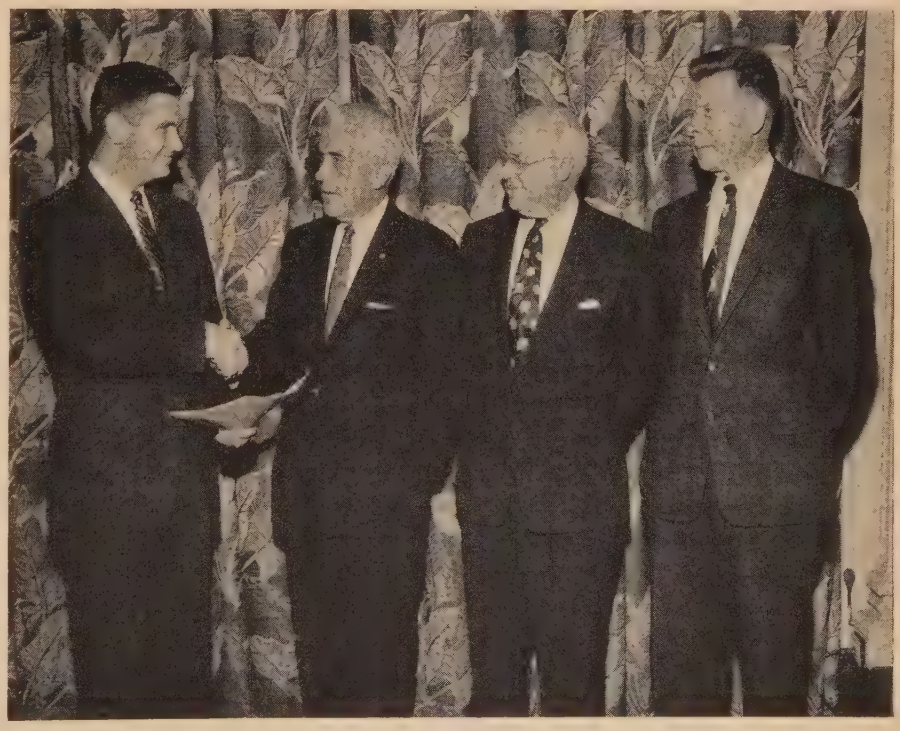
OVER 100 industrial gas men attended the meeting of the Midwest Industrial Gas Council, held recently at the LaSalle Hotel, Chicago.

Chairman of the one-day meeting was J. C. Gurche, Panhandle Eastern Pipeline Co., Kansas City, Missouri.

Four speakers appeared on the program, including James E. Spindle, general manager, Northern district and production pipeline districts, Michigan Consolidated Gas Co., who spoke on natural gas storage operations in Michigan; and Stewart C. Parker, supervisor of industrial sales, The People Gas Light and Coke Co., who spoke on the topic "Reverberatory Furnace for Melting Aluminum Including Melting Problems and Practices."

Dr. Frank G. Foote, direct of metallurgy division, Argonne National Laboratories, in speaking on industrial applications of atomic energy, stated that "atomic energy may or may not be cheaper than existing fuels, but at least it will be another source of fuel."

"The Application of Dual Fuel and Spark Ignition Gas Engines for Power Generation" was the theme of a presentation by H. W. Dow Jr., chief sales technician, Nordberg Manufacturing Company. His presentation was about the history and design of dual fuel gas engines, and the present and potential market for these engines.



At meeting of the Midwest Industrial Gas Council Chairman J. C. Gurche, Panhandle Eastern Pipeline Co., congratulates speakers. L. to r.: Mr. Gurche, Stewart C. Parker, James E. Spindle, Frank G. Foote

Forecast Pennsylvania natural gas deliveries for 1955-56

NATURAL GAS utilities in western Pennsylvania expect to deliver an average of 1,300,900,000 cubic feet of gas daily during the 1955-56 heating season (Oct. 1-April 30), the Pennsylvania Natural Gas Men's Association announced. Of this total, an average of 227 million cubic feet, or 17.5 per cent, will be supplied from underground storage reserves.

But on winter's coldest day, probably around the end of next January, gas load forecasters foresee 24-hour deliveries totaling approximately 2.5 billion cubic feet, of which 70 per cent, or 1,750 million cubic feet, will be required for space heating. Anticipated peak-day storage withdrawal this winter is 1,185 million cubic feet, nearly half of total deliveries and more than two-thirds of the peak-day requirement for heating. Put another way, seven of ten heating customers will be supplied from storage on that coldest day.

The PNGMA figures are the association's annual fall forecast compiled from operating records and 1955-56 gas-load estimates of western Pennsylvania member-company utilities serving 955,800 residential and commercial gas consumers, or 17,000 more than the total served in the 1954-55 winter. Of total consumers, 659,700, or 70 per cent, will be heating with gas this winter, an increase of 45,000 over last season. Space heating consumers will require an average of 568 million cubic feet of gas daily for this purpose.

For comparison with the 1955-56 estimates, PNGMA reported average daily deliveries of natural gas in the 1954-55 heating season were 1,234,500,000 cubic feet, and peak-day delivery last Feb. 3-4 was 2,134,867,000 cubic feet, of which 907,936,000 cubic feet came from storage. Actual average daily deliveries during the 1955 summer months were 731.8 million cubic feet, even less than the portion of demand filled from storage reserves on the coldest day.

PNGMA reported that both total volume of gas stored underground for Pennsylvania consumers and the amount of gas that can be withdrawn to meet a sudden, sharp cold spell are at a record high. While these reserves are not completely interchangeable between companies, every gas utility expects to be fully able to supply all probable demands this winter, i.e., short of unusually abnormal or prolonged cold weather.

For example, estimated maximum volume of gas that could be withdrawn from storage in a single 24-hour period is more than double the anticipated 1,185 million cubic feet that storage is expected to supply on the coldest day. Volume of underground gas storage that could be withdrawn for Pennsylvania customers in the 1955-56 winter totalled 189.5 billion cubic feet at the start of the heating season, equivalent to total average deliveries for 150 days.

Underground storage of gas in depleted natural gas fields near markets is what makes it possible for the industry to serve the three-to-one "spread" between summer and winter demands, the Association pointed out. Despite current record production of native gas in Pennsylvania, two-thirds of total annual consumption in western Pennsylvania is imported gas, largely from the vast reserves of the Southwest.

For transportation of natural gas across half a continent to be economically feasible, distributing utilities must purchase approximately equal quantities daily throughout the year. Excess purchases in summer are pumped back into formerly productive local gas fields as extra reserves in winter when demands exceed pipeline capacities.

Pennsylvania gas utilities pioneered in underground storage and today lead all other states both in number of pools operated (57) and in quantity of stored reserves, which are more than one-third total known deposits of gas in the state.

An interesting "by-product" of this new postwar industry in western Pennsylvania is the nearly one-half million dollars in cash income it yields yearly to 3,000 Pennsylvania families, mostly small farmers. To store gas, the gas companies must acquire by ownership or lease the right to inject and withdraw gas from the porous subsurface strata, now otherwise useless since the native gas has been extracted, as well as the right to maintain storage wells, access roads and pipelines at the surface. These rentals totaled $481,873 in 1954, divided among 2,979 leaseholds.

Record crowd attends gas cooking festival

CAREFUL planning, abundant advance publicity, new cooking ideas and recipes, valuable attendance prizes, and popular celebrities, combined to make this year's *Boston Post* gas cooking festival a real success. Over 22,000 attended the festival's eight sessions, held in Symphony Hall.

Cooperating with the post in sponsoring the four-day affair were the New England Gas & Electric Association, the gas division of the New England Electric System, Boston Gas Co., and the Atlantic and Pacific markets.

Susan Mack of Boston Gas invites Vice-President Nixon to annual Boston Post gas cooking festival

Pre-festival plans included an invitation to Vice-President Nixon to attend the festival during his stay in Boston, declaration by the mayor of *Boston Post* Gas Cooking Festival Week, in addition to news releases, notices to all gas customers on their bills, and advertising in several media.

Highlights of the festival were a grand prize of an all-expense-paid trip to New York, an old-fashioned audience sing at every session, selection of a festival queen, and visiting artists such as Dione Lucas, Dennis James, Vaughn Monroe, and Earl Wilson. Major gas appliances were awarded as attendance prizes. A supervised nursery, complete with clown, enabled mothers with young children to attend the festival.

Susan Mack, home service director, Boston Gas Co., acted as mistress of ceremonies for all eight sessions.

Home economists from the cooperating gas companies worked for weeks on their cooking demonstrations.

Manufacturers of gas appliances, and numerous producers of food products, displayed exhibits.

Miss Mack reports that over 1600 cookery questions were sent to the stage along with over 400 requests for appliance information. They will *all* be answered.

Cool by gas

A MODERN office building, air conditioned centrally by gas, will be completed next spring in Dallas, Texas, to house Carrier Corporation's district headquarters for its machinery and systems and unitary equipment divisions.

Heart of the cooling machinery in the single-level structure is one of the new Carrier automatic absorption refrigerating machines which produces cooling from steam, has no major moving parts, and uses plain water as a refrigerant. A gas-fired boiler manufactured by Carrier's Bryant division will provide steam for winter heating and for the cooling system, which was designed, engineered, and will be installed by Carrier personnel.

The entire structure incorporates 11,000 square feet of office space and 9,000 square feet of area for light assembly work and storage. An outstanding feature of the building is a 30-foot high tower section, which will serve as an entranceway and will house the air conditioning machinery. The top portion of the tower will be occupied by a cooling tower, designed to save from 95 to 98 per cent of the condenser water circulated through the refrigerating machinery. On the adjacent exterior wall, long vanes of aluminum will admit air to the cooling tower.

Directing activities in the new building will be Oscar Mehl, district manager, machinery and systems division, and John N. Gillham, district manager, unitary equipment division.

Bridgeport Gas Company sponsors supervisor training course

IN THE BELIEF that the foreman is the key man in present-day management, The Bridgeport (Conn.) Gas Company has arranged to hold a ten session evening course in techniques of supervision at the University of Bridgeport. The course, tailored to the needs of the company, was planned in cooperation with the industrial and community services department of the university. E. G. Wallof, management consultant, instructs the twenty supervisors.

Most of the men attending have been advanced within the company, and have been trained adequately in the specific details of their jobs. This course was therefore designed to fill the need for formalized training in the general techniques of supervision.

Bridgeport Gas pays the cost of the course, and no grading or examinations are undertaken, although certificates are awarded.

The first few sessions of the program are devoted to a brief history of U.S. industry, the characteristics of modern production, and elements of the American economic structure. Later, the objectives of business and the relationship of the supervisor to these objectives are presented. The final sessions deal with the problems and responsibilities of the supervisor: assisting new employees, preventing grievances, analyzing problems as a step toward making decisions, and methods of carrying out decisions successfully.

Supervisors of Bridgeport (Conn.) Gas Company hear the methods of achieving facility in making decisions at a course sponsored by the utility. The evening course is given at University of Bridgeport

Engineers approve production of Coleman gas-fired air conditioning

ASSURANCE that The Coleman Company's gas motor air-conditioning unit will go into production early next year has been given by the company after a favorable report by gas utility engineers. The engineers, who participated in an evaluation conference in Wichita, Kan., represented the 28 utilities that ran field tests on the Coleman unit during this year's cooling season.

Consensus of utility engineers was that the units were greatly improved over prototype units tested last year. Only minor mechanical changes were recommended for the air conditioners which the company will soon begin to produce on a limited scale.

The units, which operate on all types of gas, were designed to function without servicing for 2,000 hours, the equivalent of a full cooling season in parts of the U.S. where operating conditions are most severe.

Coleman is continuing its research into other methods of utilizing gas for summer cooling. Research projects are now being carried on at Arthur D. Little, Inc., Cambridge, Mass., Institute of Gas Technology, Chicago, and Texas College of Arts & Industries, Kingsville.

HHFA administrator declares '56 Home Improvement Year

ALBERT M. COLE, Housing and Home Finance Agency administrator, will declare 1956 Home Improvement Year on Jan. 16. Part of the giant national improvement program is Operation Home Improvement, a task force set up at the national level to aid local operations. The task force will work with manufacturers, trade associations, television networks, and the federal government to create maximum impact.

For the first time, the Operation Home Improvement seal will appear as a focal point in many millions of dollars worth of national advertising and also editorial copy. The entire February issue of *House Beautiful* will be devoted to the theme, as will 11 consecutive pages in *American Home,* and the editorial page of the Jan. 20 *Collier's*.

Of particular interest to gas companies will be the effort to encourage remodeling of kitchens and laundries, improvement of gas heat, and upgrading of water heaters. Gas companies are offered a four-point program for participation in the operation.

First, be sure the company appears on Operation Home Improvement's newsletter list to keep abreast of developments. Second, plan to use the seal and to support the theme in all advertising after Jan. 16. Third, use the seal in all promotional activities such as direct mail. Fourth, work with the local Chamber of Commerce, lumber dealers, banks, etc., in encouraging a strong local program.

The national staff is preparing a local sales promotion kit costing approximately $5 and a sound-slide film for group showings, both available approximately Dec. 15 for use after Jan. 16. For copies of the seal, kit, film, or for suggestions on how to implement the program most effectively, write to Operation Home Improvement, 10 Rockefeller Plaza, Suite 1109, New York 20, New York.

Win award

LAST MONTH the American Gas Association and Gas Appliance Manufacturers Association received a public service award from the Federal Civil Defense Administration. The award was presented to the two associations in recognition of their participation in the atomic test program conduct at Yucca Flat, Nev., in May. More than 30 gas appliance manufacturers contributed equipment to furnish homes tested in Operation Cue, and a complete gas distribution system was installed through A. G. A.

John Wood adds building

THE WESTERN heater & tank division of John Wood Co., Chicago, recently completed construction of a new heater assembly building, adjacent to a one story building and a three story building. This gives the assembly and storage building a total of 83,000 square feet, making possible an estimated production of 12,000 units a month. New painting facilities have been installed including a five-stage bonderizing unit, water-washed spray booths and automatically controlled bake ovens with continuous conveyors.

Acquire New Ulm

ACQUISITION by Texas Gas Corporation of the oil and gas producing properties and other assets of its subsidiary, New Ulm Corp., was authorized at meetings of the stockholders and boards of directors of the two companies. The action will include the assumption of New Ulm's liabilities by Texas Gas and the dissolution of the subsidiary. The principal properties of New Ulm Corporation are in the New Ulm Field, Austin county, Texas, where the company operates approximately 26 wells producing natural gas and oil.

Describe heat applications to commercial range top sections

a PAR activity

A RESEARCH STUDY on the fundamentals of atmospheric gas burner application to heavy-duty open top commercial ranges has been published by the American Gas Association Laboratories. Report No. 1239, *Heat Application to Commercial Range Heavy-Duty Top Sections, Part I—Open Top Ranges,* is the first of a series on commercial ranges conducted under research project IA-5. The project is sponsored by the Association's Committee on Industrial and Commercial Gas Research as a PAR activity. Subsequent reports will deal with uniform tops, center-fired tops, fry tops, and thermostatically controlled heavy-duty commercial range top sections.

With the rapid growth of the restaurant industry has come the necessity for fast and efficient commercial cooking equipment. In actual practice, chefs frequently are reported to overgas top burners in an attempt to increase cooking speeds.

In commercial cooking equipment, heating-up or preheating speed is one of the prime factors in quick food preparation since the cooking speed of the food at cooking temperatures cannot normally be increased. A broad span of heat input rates is therefore desirable to handle the wide variety of cooking loads likely to be used, and to bring them quickly to the desired cooking temperature.

Experimental installations in a heavy-duty open top section of a modified contemporary atmospheric burner and two experimental atmospheric burners by the A. G. A. Laboratories have demonstrated that substantial increases in preheating speeds can be obtained with essentially no loss in thermal efficiency by almost doubling the usual maximum heat input ratings.

Lower than usual turndown rates of the experimental burners also improve low temperature cooking performance.

Research Report No. 1239 gives a full description of the experimental burners used during this study as well as the detailed results obtained with higher than conventional gas input rates. In addition, full discussion is presented on the factors of thermal efficiency, heating-up speeds, turndown, and effectiveness of heat transfer.

This 44-page research report written by Forrest G. Hammaker Jr. may be obtained for $1 a copy from A. G. A. Laboratories, 1032 East 62nd St., Cleveland 3, Ohio, or from Headquarters.

'Better Living' spotlights A.G.A. kitchen planning guide

PROMOTED BY 146 super markets in 89 cities, American Gas Association's booklet *Kitchen Planning Guide* is spotlighted in "What Makes a Perfect Kitchen," four-color home decorating feature and reader contest in *Better Living* magazine.

The magazine's 2,300,000 readers are offered 177 prizes for their "perfect kitchen" ideas. Editorial copy carries the A. G. A.'s listing in a special section, "Where to Get Ideas About Kitchens." The feature was premerchandised to super markets.

Better Living stores promoted the feature through special posters, and announcements in local advertisements.

Modify 'Handy Whitman Index' listing of gas plant items

AT THE urging of the Property Records Committee of the A. .G. A. Accounting Section and the Rate Committee of the A. G. A. General Management Section, substantial modifications have been made in the items of gas plant for which prices are included in the *Handy Whitman Index* by its publishers, Whitman, Requardt and Associates. This index is widely used in the industry in preparing reproduction cost estimates and in developing plant value estimates in terms of constant dollars.

Until the recent revisions the items of gas plant which were included were insufficient to provide adequate detail for natural gas companies, but the addition of many new construction and material classifications has largely eliminated this defect.

Prices for each of the new items included in the Index have been computed for the entire series of years for which data are available and are set forth in the current issue of the volume which is available from Whitman, Requardt and Associates, 1304 St. Paul St., Baltimore 2, Maryland. Also prepared is a brief two-and-one-half page memorandum describing their procedures and listing the items of gas plant which are currently being priced. Copies of this memorandum are available from the Bureau of Statistics at Headquarters.

Association wins Safety Council award

A. G. A. was one of 11 winners of National Safety Council's Association Award for outstanding work in preventing occupational accidents during 1954. Award was presented at Chicago National Safety Congress and Exposition by D. L. Arm (l.), manager of council's industrial department, to E. C. Baumann, safety engineer, Public Service Electric & Gas, vice-chairman, A. G. A. Accident Prevention Committee

List equipment

THE 1955 edition of *A List of Gas Equipment for Industrial Uses* has recently been issued by the industrial gas equipment division of the Gas Appliance Manufacturers Association.

This fourth edition is divided into three sections: names and addresses of manufacturers of industrial gas equipment and the particular products of each company; gas equipment and accessories and names of companies producing each of these products; trade names under which products are sold and the company producing them.

All manufacturers listed in the booklet have subscribed to the "code of ethics" formulated by the industrial division as a customer's guide to the best design and finest performance for equipment of this nature. The code came about because industrial gas equipment is designed and constructed largely to the individual customer's order, so it is not possible for manufacturers to operate in accordance with American Standard Association criteria, since such standards do not exist for the industrial equipment field.

The booklet may be obtained for $1 a copy from Gas Appliance Manufacturers Association, 60 East 42 Street, New York 17, New York.

A.G.A. announces new publications during November

LISTED BELOW are publications released during the past month, and up to closing time of this issue of the MONTHLY. Information in parentheses indicates the audiences at which each publication is aimed.

ACCOUNTING

The following five publications are of interest to accountants and are available from American Gas Association Headquarters free of charge.

- **Are You Managing Your Costs?** by R. H. Johnson.
- **Do Employee Relations Apply to Accounting Personnel?** by G. J. Williams.
- **Measuring the Problems of Today and Tomorrow in Electronics** by R. C. McCollum.
- **Operations Research and the Utility Industry** by J. E. Hobson.
- **Some Do and Some Don't Take Accelerated Depreciation** by R. A. Rosan.

HOME SERVICE

- **Home Service Sells through Public Relations** (for public relations, sales, home service personnel). Sponsored by the Home Service Committee, and available from Headquarters for 10 cents.

OPERATING

Copies of the following eight publications are available from the A. G. A. order department for 25 cents per copy, and are of interest to utility operating men.

- **OS-55-1 The Operating Section Reports** by W. H. Davidson, 1955 Section chairman.
- **OS-55-2 Quality Control As a Supervisory Tool** by G. J. Sandusky and H. C. Connal.
- **OS-55-3 Application of Telemetering and Remote Control of Gas Dispatching** by E. M. DeMouche.
- **OS-55-4 What the Corrosion Engineer Can Do for Management** by Guy Corfield.
- **OS-55-5 The Advantages of Underground Storage in the Operation of a Gas Utility** by C. E. Loomis.
- **OS-55-6 Why Some Safety Programs Fail** by Karl B. Nagler.
- **OS-55-7 Economic Aspects of Gas Distribution Operating Practices** by E. J. McConnell.
- **Flood Damage to Gas Facilities in Connecticut** by G. J. Williams.

PAR

- **PAR Briefs—September and October 1955** (for gas utility executives). Sponsored by PAR Committee, and free of charge from A. G. A.

RESEARCH

- **The Effects of Welding Procedures on Base-Metal Cracking Adjacent to Girth Welds and Welded Connections in Natural Gas Pipelines** (for pipeline welding engineers and welders). A phase report on Pipeline Research Project NG-10, girth welding research. Available from A. G. A. order department for $1.
- **Ten Years of PAR Research**—A Catalogue of Research Publications (for engineers and research personnel concerned with gas utilization, manufactured gas production, and the pipeline phases of the industry). A PAR booklet, available at no cost from the A. G. A. order department.

STATISTICS

- **Monthly Bulletin of Utility Gas Sales—September, 1955** (for gas companies, financial institutions). Published by and available from Bureau of Statistics; Free of charge.
- **Quarterly Bulletin of Utility Gas Sales—Third Quarter, 1955** (published by and available from Bureau of Statistics; Free of charge.

Publish four registries of radio communication systems

PUBLICATION of the four registries of radio communication systems has been resumed by Milton B. Sleeper after having been discontinued for two years. Covering the industrial, transportation, public safety, and common carrier radio services, these registries list the name and address of each licensee, location of fixed stations, number of mobile units, call letters, and operating frequencies. The registries are published with the permission of the Federal Communications Commission, which does not publish any such listing. First of the new series is the *Registry of Industrial Systems,* for release on Dec. 1. This listing of over 24,900 systems operated in the service group is available at $3 from Communication Engineering Book Co., Monterey, Massachusetts.

Publish data

CURRENT data in the field of natural gas economics has been compiled in the new book, *Natural-Gas Statistics,* by Richard C. Henshaw Jr., statistician at the University of Texas bureau of business research. The paperbound book is intended as a supplement to *Economics of Natural Gas in Texas* by John R. Stockton and Richard W. Graves, published in 1952. The new 127-page book is available from the University of Texas for $2.

Issue development book

WAYS of meeting the critical city problems of congestion, blight, and failure to use tax resources are set forth by the U. S. Chamber of Commerce in a new publication, *Urban Development Guidebook.* The 102-page book was developed largely from material obtained last year in urban development conferences sponsored by chambers of commerce in six cities with outstanding development programs. The book recommends establishment of local urban development teams which include representatives of all segments of society. *Urban Development Guidebook* may be obtained from the Chamber of Commerce of the United States, Washington 6, D. C. Price is $1 for one copy and 50 cents each for three or more.

George and Gracie go gas on television

From the American Gas Association Hollywood Bureau comes the news that the Burns and Allen TV Show—always among the top ten—has switched to gas appliances. Starting October, the show originates from New York for 13 weeks, and a modern, all-gas kitchen has been designed for the set. Plans now are to design a built-in, all-gas kitchen for George and Gracie's Los Angeles home for next year

Re-elect Wolfe president of LP-Gas promotion council

KENNETH R. D. WOLFE, vice-president, Fisher Governor Co., Marshalltown, Iowa, was re-elected president of the National Council for LP-Gas Promotion at the group's annual meeting last month.

A. H. Cote, general sales manager, Suburban-Propane Gas Corp., Whippany, N. J., was re-elected chairman of the executive committee; Harry Morley, advertising manager, FauceHot Heater Co., La Porte, Ind., was re-elected treasurer.

Carl W. Harris was appointed to the new position of managing director of the council and George J. Schulte Jr. was named director of the LP-Gas Information Service. Promotional plans for the LP-Gas industry including a $250,000 advertising campaign and a $50,000 public relations program were discussed and approved by the group representing marketers, producers and manufacturers.

Starting its seventh year, the council's public relations program is co-sponsored by the Liquefied Petroleum Gas Association, Gas Appliance Manufacturers Association and the Natural Gasoline Association of America.

The National Council for LP-Gas Promotion also announces the addition of seven new members. Five were appointed by the Liquefied Petroleum Gas Association and two from the Gas Appliance Manufacturers Association.

GAMA also appointed council member A. B. Cameron, Ruud Manufacturing Co., Kalamazoo, Mich., as the new chairman of the manufacturers section. He will serve as vice-president of the council on the Executive Committee. LPGA advanced Talmage Lovelady, Pure Gas Service Co., Worland, Wyo., to the Executive Committee.

PUAA prepares plans for 1956 annual better copy contest

PLANS are under way for the 1956 better copy contest, sponsored annually by the Public Utilities Advertising Association, with chairmen selected to head the contest's 22 classifications. Warren W. Widenhofer, public relations director, Indiana & Michigan Electric Co., Fort Wayne, Ind., is contest chairman.

The 1956 contest will judge advertising produced in 1955. The deadline for entries is Feb. 1, with the exception of annual reports which must be submitted for judging by April 2. Winners will be awarded certificates during PUAA's annual convention slated for Philadelphia, May 10-11.

The PUAA-sponsored contest has achieved the distinction of being the oldest national advertising contest. It has been conducted for 33 consecutive years. The contest is open to PUAA's nearly 450 members as well as gas, electric and transportation utilities throughout the U.S., Canada and Hawaii who are not members.

Rules for the contest will be mailed to all utility companies during the first part of December. Winning entries will be assembled in an *Awards Blue Book.*

Complete construction of last link in Texas-California line

WITH COMPLETION of a final loop line last month, the California section of the "biggest inch" natural gas pipeline became a double-barrelled 30-inch artery bringing natural gas from mid-continent sources to California markets. Cost of the entire project is estimated at $2.5 million.

The new loop line covers the terrain between Cactus City and Desert Center in the Mojave Desert north of the Salton Sea, and finishes the looping of the 210-mile California portion of the original Texas-California pipeline. The line was put into operation earlier this month.

Since November 1953, when a 73-mile loop was added to the pipeline, the newly completed 31.5-mile section was the only remaining gap in the looping operation. Work on this last phase started in early September. Facilities to bring more Texas gas into California have been continuously expanded since World War II, in a program that has seen the initial investment of nearly $100 million grow to over $500 million.

Deliveries of gas through the line are now over five times those of the original lines, providing about 65 per cent of the primary gas supply for Southern California Gas Company and Southern Counties Gas Company.

Ebasco holds annual three-day safety meeting in Chicago

OVER 150 operating, personnel, and safety representatives attended the 17th annual safety meeting sponsored by Ebasco Services Inc. built around the theme, "Extending the Gains You've Made." Ebasco Safety Director W. T. Rogers was chairman of the three-day Chicago meeting held in conjunction with the National Safety Congress. The welcoming address was delivered by Ebasco President F. C. Gardner, who noted that most of the companies had made substantial improvements in their safety records over the past few years.

Assembled at luncheon gathering at Chicago's Sheraton-Blackstone Hotel are delegates to 17th annual safety meeting of Ebasco Services Inc. sponsored for client companies. Approximately 150 men attended

Main topics of discussion were in connection with safety at work, in driving, in equipment design, and in dealing with atomic energy. A round-table discussion on common problems was held, at which J. B. McAtee, safety engineer, United Gas Corp., was chairman for the group on gas production, transmission, and distribution.

A. G. A. Accident Prevention Committee Chairman R. E. McEldowney, safety director, Charleston Group companies, Columbia Gas System, participated in the safe driving symposium, detailing the problems his company faced when it discovered that over a three-year period half of the accidents suffered were the fault of company drivers. In summing up the symposium, it was pointed out that some companies are not careful enough in investigating past driving records of new drivers before hiring them.

Other speakers on the program were Rochester's mayor, Peter Barry, safety director, Rochester Gas & Electric Corp., who discussed private vs public development of power from the Niagara River; F. S. Cameron, Ebasco safety consultant, who conducted a session in which representatives from several companies described new safety ideas and devices; and J. G. Sealy, Ebasco safety engineer, who previewed new safety films.

Six join GAMA

SIX newly elected members of Gas Appliance Manufacturers Association are: Edgewood Manufacturing Co., Baldwin Park, Calif., maker of circulating gas water heaters; Webster Valve Co., West Franklin, N. H., manufacturer of pressure and temperature relief valves; Star Metal Manufacturing Co., Inc., Philadelphia, maker of gas hot food serving tables and gas coffee urn equipment; American Kitchen division, AVCO Manufacturing Corp., Connersville, Ind., manufacturer of kitchen cabinets, dishwashers and vent fans; Steven Manufacturing Corp., Nashville, Tenn., maker of domestic cooking appliances; and Wheelco Instruments division, Barber-Colman Co., Rockford, Ill., manufacturer of combustion safeguards.

Complete new plant

THE Canadian Meter Co., Ltd., division of American Meter Co., announces the completion of the new head offices and plant at Milton, Ontario.

The building, containing 38,000 square feet on one floor on a 13-acre site, has more than twice the space of the old Hamilton building used for the past 51 years. The new facilities provide for greater displacement meter production, a meter-run fabrication department and service shops for displacement meters, orifice meters and control instruments and allied products. Expanded warehousing facilities are also incorporated. The company plans to produce a greater variety of precision measurement products and a larger quantity of component parts.

Northern Natural completes bridge

A PIPELINE suspension bridge carrying two 30-inch natural gas pipelines across the Missouri River at a point near Plattsmouth, Nebraska, has been completed and placed in service by Northern Natural Gas Co., Omaha.

The bridge, representing an investment of over $1 million, is the biggest on Northern's system and has the longest single span of any pipeline bridge on the Missouri River. The main span is 1,500 feet from tower to tower. An additional side span of 750 feet carries the pipeline over flood levees on the Iowa side and a truss span adds 154 feet on the Nebraska side. The bridge represents an investment of over $1 million.

The Missouri River is a key point in Northern's vast pipeline network. It is important because it is one of the major streams that must be crossed by the pipeline between the producing area in Southwestern U. S. and the marketing area of the company which includes Kansas, Nebraska, Iowa, South Dakota, and Minnesota. Over 60 per cent of the company's capacity must go over or under the river in this area on its way to customers.

The bridge will give added operating flexibility as well as assure continued service in the event of failure of any of the other lines undercrossing or overcrossing the river at this point. Northern has a 24-inch A line crossing the river which rests on the Plattsmouth auto bridge. A 26-inch B line under-crosses the river in two 20-inch lines. The new bridge carries two 30-inch lines, allowing for increases in future capacity and versatility for the present.

Northern Natural Gas Company's pipeline suspension bridge carries 4,808 feet of natural gas pipe over Missouri River near Plattsmouth, Neb.

Matthews and Kenan, engineers of San Antonio, Texas, designed the bridge to meet Northern's requirements.

Highlights of cases before Federal Power Commission

Bureau of Statistics, American Gas Association

Certificate cases

● **Montana-Dakota Utilities Company:** The FPC has granted temporary authority to Montana-Dakota to construct approximately 42 miles of transmission main; two miles of branch transmission mains; two gas measurement stations; and gas distribution systems to supply the towns of Ray, Wheelock, Epping and Springbrook, North Dakota. These towns are to receive natural gas service for the first time. The cost of construction is estimated at $1.4 million. The construction of the 42 miles of transmission main will enable the company to attach a new gas supply in the Tioga-Beaver Lodge area to Montana-Dakota's interstate system, and to take residue gas, now being flared from a plant operated by Signal Oil and Gas Company in Williams County.

Rate cases

● **Cities Service Gas Company:** The FPC has suspended, pending a hearing and decision, $2.9 million of a proposed $3.9 million, or 9.5 per cent, annual wholesale natural gas rate increase proposed by Cities Service. The balance of $1.0 million is applicable to sales for resale for industrial use only which is not subject to suspension under the Natural Gas Act. The company had proposed to make the higher rates effective October 23. The increase would affect about 50 wholesale customers in Kansas, Missouri, Nebraska, Oklahoma and Texas.

● **United Gas Pipe Line Company:** A proposed $10.0 million, or 14 per cent, wholesale natural gas rate increase by United Gas Pipe Line Company was suspended by the FPC, pending a hearing and decision. The increase was filed by United to take effect November 1. It would affect about 50 of the company's wholesale customers in Alabama, Florida, Louisiana, Mississippi and Texas. United based part of its proposed rate increase on claimed increases in the cost of purchased gas.

The FPC, however, said that it "does not appear that such increases in cost will occur in fact on November 1, 1955, nor can the amount which United will actually incur be determined." The FPC said that "additionally, United is claiming a rate of return of 6½ per cent, acquisition adjustment costs, an increased allowance for income taxes, and allocation of costs which do not appear to be justified."

In other recent FPC actions, the Commission accepted for filing an application by **United Fuel Gas Company** and **Atlantic Seaboard Corporation** whereby United plans to sell its storage pool X-56 and related transmission line to Atlantic Seaboard. Sale price would be $1.1 million. The pool will supply approximately 25 million cubic feet of gas per day of Atlantic's requirements during the 1955-56 winter period. . . . The FPC issued an order directing **Mississippi River Fuel Corporation** to establish physical connection with, and to sell natural gas for resale to, the cities of Augusta, Des Arc and Hazen, Arkansas. The sale of natural gas will enable the three cities to provide initial natural gas service within their respective areas. Mississippi River Fuel stated that "it had no objection to the granting of the applications. . . ." The FPC has received an application by **Pike Natural Gas Company** of Waverly, Ohio requesting that the Commission order **Tennessee Gas Transmission Company** to establish physical connection of facilities and to sell natural gas to Pike. Pike plans to construct and operate distribution systems in Piketown and Waverly, Ohio, and to continue and expand natural gas service in Beaver, Ohio. Cost of proposed construction, including those facilities necessary to establish contact with Tennessee's system is estimated at $843,000.

Manufacturers announce new products and promotions

PRODUCTS

● Henry Furnace Co., Medina, Ohio, announces the manufacture of four new Moncrief gas-fired horizontal furnaces, with input capacities of 80,000, 100,000, 120,000, and 140,000 Btu. Gas burner assembly and draft diverter hood can be installed together on the furnace front or back. The burner can also be installed on the front and the flue pipe on the back, or vice versa. The gas burners are of slotted construction, die-formed from heavy gauge sheet steel with interlocking joints welded gas-tight. The smallest of the furnaces is 58 inches long, 21 inches high, 18 inches deep. Units have been A. G. A.-approved for all types of gas.

● A new Ruud Manufacturing Company Sanimaster, MS 20-50, has been approved by A. G. A. both as a free-standing automatic storage gas water heater, and as a circulating tank heater. The under-the-counter heater, specifically designed to provide large quantities of water up to 180F, has a 16 gallon storage tank of solid Monel. Input is 60,000 Btu on all gases. Height is 32 inches, width 22½ inches, and front to back over connections is 28¼ inches.

● Latest offering of Perfection Industries, a division of Hupp Corp., is the model M-614 gas range, with tall back splasher and manual "minute-minder." The two giant and two standard Harper "Onica" top burners have automatic lighting with built-in filters. Drop-door Lo-Broiler has a plain door panel and roll-out drawer, and special smokeless grid and pan are finished in black porcelain enamel. The model has universal burners and orifices which are adjustable to natural, manufactured, and LP-Gas. The range measures 30 inches.

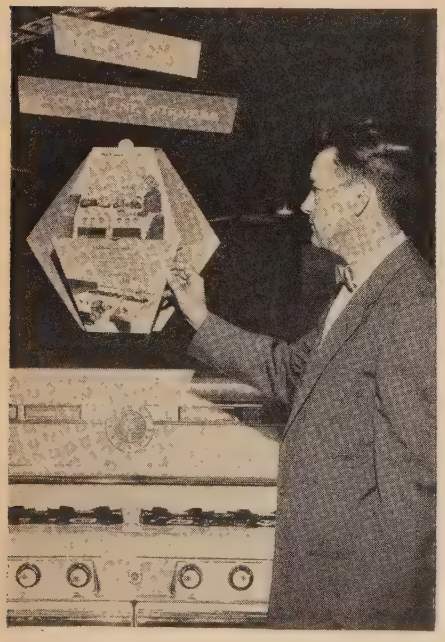
● Newly designed cast iron top of Vulcan-Hart stock pot stove has eight rings and lid, body of heavy gauge sheet steel. Burners are multiple port three ring, cast iron, each separately controlled and ignited from low input pilot. Unit is finished in black baked enamel with corrosion resistant bright manifold panel. Manufacturer is Vulcan-Hart Manufacturing Co., Louisville, Kentucky.

● Penn Controls, Inc., Goshen, Ind., announces its new series 925-926 gas valves with optional manual opening device permitting operation of a gas furnace or appliance even though power supply may be temporarily disrupted. The new device is currently available on the ½" and ¾" gas valves. The valves provide capacities of 267,000 Btu and 366,000 Btu per hour, respectively. The manual opener consists of a knob at the valve bottom which may be operated to open the valve; valves are returned to automatic operation when desired by turning knob to unlatch position.

● A new radiant gas burner model is announced by Iron Fireman Manufacturing Co., Cleveland. The GBH-140 burner is a horizontal inshot type, designed for firing with natural, manufactured, mixed, or liquefied petroleum gas. Input rating is 60,000-140,000 Btu per hour. The 4" diameter radiant flame spreader can be installed directly through the port opening in most oil-fired furnaces and boilers. Standard equipment includes a thermostat and all necessary basic controls. Automatic day-night thermostats are available, as are limit controls for warm air, hot water, or steam systems.

● Clayton & Lambert Manufacturing Co., Louisville, Ky., reports the manufacture of its new line of Alumilux gas water heaters with tanks of rustproof solid aluminum. The fast recovery heaters have a very high input rating —e.g., the 20 gallon tank has an input of 35,000 Btu. An accessory valve will permit the supply of two-temperature water up to 180F for dishes and clothes, 140F for general use. Models offer a choice of embossed aluminum jacket or enamal finish in 20, 30, 40, and 50 gallon tank capacities.

Promotional mobile-ization



Three-dimensional "Shobile" sells ranges for Tappan Stove Company. Above, Salesman William Kunzman, Joseph Horne Co., Pittsburgh, views attention-demanding mobile flip chart emphasizing advantages of Tappan's Greenbrier. Sales message is particularly useful in absence of salesmen

PROMOTIONS

● More than $23,000 in prizes will be awarded to distributor, utility, dealer, and Servel sales personnel in the current "Cash for Christmas" contest sponsored by Servel to stimulate refrigerator sales. First prizes, based on highest unit sales, will be $1,000 in the groups for distributor salesmen, utility and dealer retail salesmen, and Servel regional sales manager, and $750 for others. Three top $750 prizes will be paid in the distributor class, which is divided into threee groups according to past sales volume. The contest, which began Oct. 19, ends Nov. 19 for distributors, utilities, and dealers, and Dec. 17 for Servel regional and district sales managers.

● A self-mailer for utilities and LP-Gas distributors to acquaint customers with restaurant uses of the Ruud-Monel two-temperature Sanimaster automatic gas water heater is available from Ruud Manufacturing Co., Kalamazoo, Michigan. Called Form 981, it sets forth financial advantages of the Sanimaster to both large and small restaurant operators. The two-color, four-page mailer has space and the front for address and postal mark, on the back for dealer imprint. A customer interest coupon is included.

● Three Magic Chef salesmen, a divisional sales manager of the company, and the sales manager of a Phoenix, Ariz., distribution company enjoyed all-expense trips to New York and visited a world series game as a result of winning Magic Chef's "Slugfest Series." These winners, several other leading salesmen for the firm, and the winning distributor during the contest period also received cash prizes on a sales percentage basis. The contest was part of the firm's Operation Action, a nation-wide summer-fall sales campaign covering the three product divisions of Magic Chef—domestic ranges, commercial gas cooking equipment, and space heaters.

● O'Keefe & Merritt, Los Angeles, is launching two concurrent contests to encourage maximum sales and increase sales efficiency. The Favorite Feature contest requires that each salesman rank the sales features of the firm's ranges and select his favorite, giving the reason for his choice. The Bonus Bonanza contest for dealers and salesmen requires only that the dealer salesman report the serial number of each O'Keefe & Merritt range sold during the contest period. A drawing will determine the winners, and each prize won by a salesman will automatically be duplicated for the dealer for whom he works. There will be over 100 winners in the combined contests. First prize in each category is an eight day expense-paid trip to Mexico.

● A 20 page report on the past, present, and future of Ruud Manufacturing Co., Kalamazoo, Mich., is now available under the title "You . . . and Ruud." Eight pages of pictures and facts trace the manufacture of water heaters from the shearing of metal to shipping of finished products.

● A direct mail piece issued by Harper-Wyman is now available to range dealers. The yellow and blue broadside unfolds into a display piece describing the advantages of center simmer burners.

● Final results of Bryant's Bermuda contest show 564 expense-free vacations to the island have been won by 302 dealers. In addition, 48 Bermuda trips have been awarded to branch managers, distributor principals, and salesmen. Winners started their trips by plane at the end of last month. Dealers entering the contest were assigned "bonus goals," equivalent to a percentage of purchases of Bryant equipment in 1954.

Ruud transfers offices, holds open house and sales meeting

RUUD MANUFACTURING CO., Kalamazoo, Mich., recently unveiled its new general office building, conducted a national sales meeting, and sponsored an open house for hundreds of guests. Activities marked the completion of the transfer to Kalamazoo of the company's general offices which had been in Pittsburgh for more than 60 years.

District sales managers from all parts of the country served as hosts and guides for the open house. Visitors inspected the 15,000 square foot modern brick office structure adjacent to the 200,000 square foot water heater and house heating boiler manufacturing plant. Model home laundry installations were inspected as were the Ruud warehouse and the assembly lines that are capable of producing 1,000 water heaters a day.

The sales conference was conducted by A. B. Cameron, president, and F. A. McFerran, general sales manager.

Republic offers utilities New Freedom Gas Kitchen displays

IN A RECENT survey, gas companies displayed an interest in purchasing New Freedom Gas Kitchen displays to highlight automatic gas built-in ranges. Republic Steel Corporation has prepared such a display, for sale to utilities at factory cost, $299.95, f.o.b. Canton, Ohio.

Featured in the back wall display are cabinets for both built-in oven and top burner components, and stainless steel sinks.

The display measures eight feet wide, seven feet high. White cabinets are emphasized by a blue background, with harmonizing A. G. A. slogan signs. It is recommended for sales floors, show windows, builder and home shows.

Utilities interested in obtaining this display may contact their local Republic Steel Kitchens distributors, or write directly to: Mr. E. E. Bang, Republic Steel Kitchens, 1038 Belden Avenue, Canton 5, Ohio.

Issue 'Foto File'

a PAR activity

THE AMERICAN GAS ASSOCIATION has recently published the second issue of Foto File, following receipts of over 1000 requests for photographs which appeared in the first issue of the four-page publication. *Foto File* is a reference periodical, listing approximately 20 photographs carefully selected from the files of the Association, and offered free of charge for member company use in editorial and advertising material. Topic matter including all aspects of the industry ranges from gas appliances to gas mains and well drilling. All photographs, sent upon request, are eight inch by ten inch glossy prints. For *Foto File* or photographs, write to American Gas Association Headquarters, 420 Lexington Ave., New York 17.

Risk lives

TWO EMPLOYEES of the Washington Natural Gas Co., Seattle, unhesitantly risked their lives in service to the crash victims of the non-scheduled DC-4 leaving Boeing Field last month.

Fred Nelson and Dave Morgan were among the first at the scene, gathering up survivors, administering first aid, taking victims to shelter, and rescuing occupants of houses that had been struck and were on fire. The two men were searching the wreckage for victims when the plane's gasoline tanks were exploded.

Fortunately neither was injured, and the truck they were using was equipped with radio telephone which was immediately used to obtain ambulances. Mr. Morgan saved a little girl by extinguishing the fire in her clothing.

SGA section confers

THE FALL management meeting of the Southern Gas Association's transmission section was held in Houston, Texas, Nov. 18. The chairman of the SGA transmission section, Thomas S. Bacon, Lone Star Gas Co., served as the sponsor of the conference. Sixteen representatives from 15 SGA member companies attended. For the 1956 Dallas convention of the Southern Gas Association, an outstanding transmission program, with emphasis on operating rather than technical subjects, was discussed. A tentative list of round-table conferences to be held during the 1956-57 association year was compiled. Conferences will be conducted on the subjects of compressor station operations, pipeline operations and maintenance, pipeline engineering, gas pipeline right-of-way problems, dispatching, drafting, computing, and measurement.

R. W. Simpson

vice-president in charge of sales, John Wood Co., Conshohocken, Pa., died on Nov. 12 at the age of 61. Mr. Simpson first joined the company in 1917 as secretary to Victor Mausch, who was then president. In 1919 he became manager of the Boston branch of John Wood, and returned to Conshohocken in 1947 as sales vice-president.

Mr. Simpson was a company delegate to Gas Appliance Manufacturers Association, and the American Gas Association, where he served for a number of years as member of the Residential Gas Section Water Heating Committee. He belonged to the Gild of Ancient Supplers.

Surviving him are his wife Priscilla Simpson, and three daughters.

Kenneth F. Fottler

sales engineer, Drake & Townsend Inc., died recently at the age of 49. Prior to his association with the New York engineering firm, Mr. Fottler had spent five years in Europe as engineer for North American Utility & Construction Corporation. For 23 years he was with Cutler-Hammer, Inc., as an engineer on gas mixing and measuring.

Mr. Fottler is survived by his wife Kathryn, his parents, three brothers and a sister.

James C. Messer

superintendent, methods and routines department, The Peoples Gas Light and Coke Co., Chicago, recently died of a heart attack.

Mr. Messer had been serving the gas industry for his second year as chairman of the Electronic Accounting Machine Developments Subcommittee of the A. G. A. Managing Committee, and as a member of the Steering Committee for the Harvard University electronics research project, a joint A. G. A.—EEI undertaking. He had previously served as chairman of the Accounting Developments Subcommittee and as a member of the General Accounting Committee.

Survivors are his widow, mother, and two sisters.

Herbert C. Gross

manager of the Philadelphia Electric Company's Delaware division at Chester, Pa., died Nov. 23 at the age of 66.

Mr. Gross was graduated from the University of Pennsylvania with a degree in mechanical engineering in 1912, and joined Philadelphia Suburban Counties Gas & Electric Co., a predecessor of Philadelphia Electric, the same year. He served Philadelphia Electric for over 25 years.

Mr. Gross was active in industrial and civic organizations, including the American Gas Association, Pennsylvania Gas Association, and Chamber of Commerce. Survivors are his widow, the former Elsie M. Godman, two children, and a brother.

A.G.A. and United Gas director Abernathy dies; Parkes succeeds

MILTON A. ABERNATHY, newly re-elected director of the American Gas Association, died of a heart attack early last month at the age of 62. Mr. Abernathy was a member of the board of directors of United Gas Corp., senior vice-president of United Gas companies, and president of Escambia Bay Chemical Corporation.

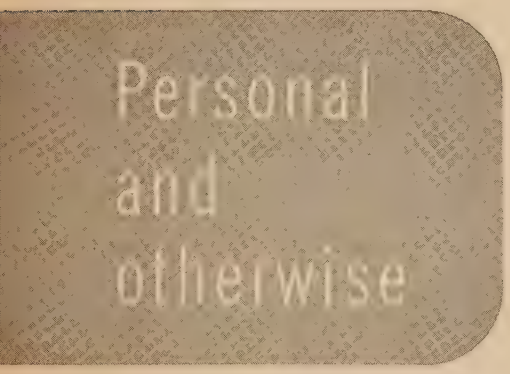
United Gas Corporation has elected Ed Parkes a director and vice-president and general manager to replace Mr. Abernathy, and the American Gas Association board of directors has elected him a director.

An engineering graduate of Texas A & M College, Mr. Abernathy worked for a short period as an engineer for railroad companies, then as engineer for the city of Indianapolis.

He began his successful career in the gas industry in 1920 as field engineer and land man with the Magnolia Petroleum Co., Dallas, Texas, a predecessor of United Gas. In 1930 he became general pipeline superintendent of the United Gas Pipe Line Co., and was made vice-president and director of that company in 1937. In 1947 he became vice-president of the parent company, United Gas Corp., and soon after was elected to its board of directors. He became a director of A. G. A. in 1951, and was twice re-elected to that position.

Ed Parkes, Mr. Abernathy's successor, has been associated with United Gas for over 27 years. He is a director of United Gas Pipe Line Co., and has been vice-president of the company since 1947.

Mr. Parkes, a graduate of the University of Arkansas, has worked for the company as assistant superintendent and district superintendent in Bastrop and Monroe, La.; assistant to the production superintendent in the general offices; assistant general superintendent of pipelines; and general superintendent of field pipelines.



Pettyjohn resigns from IGT

E. S. PETTYJOHN, since 1945 director of the Institute of Gas Technology which is affiliated with the Illinois Institute of Technology, resigned on Nov. 30. Dr. Henry R. Linden, research director, will serve as acting director until a successor to Capt. Pettyjohn is selected.

Capt. Pettyjohn, a graduate of the University of Michigan, taught chemical and gas engineering at that university for eight years. He became director of IGT following his service in the U.S. Navy during World War II. He was research professor of chemical engineering at the Illinois Institute from 1946 to 1951, and has been a vice-president of the institute since that time.

He is noted in the gas industry for his research in distillation evaporation, sedimentation, crystallization, and manufactured gas production. He has been a member of organizations including the Midwest Industrial Gas Council; National Association of Corrosion Engineers; American Institute of Mining and Metallurgical Engineers; and the American Gas Association. As a member of A. G. A., he has been active on research and operating committees, and has published numerous research papers.

Southern Union elects Hughes board member, Lea vice-president

SOUTHERN UNION GAS CO., Dallas, Texas, announces that Scott Hughes, first vice-president, has been named a member of the board of directors, and Willis L. Lea Jr., general attorney and assistant secretary, has been elected a vice-president.

Also elected board members are Franklin W. Denius, member of the law firm of Looney, Clark and Moorhead, and John MacGuire, El Paso rancher and contractor.

Scott Hughes joined Southern Union in 1931 as a member of the legal staff and was elected general attorney in 1935. He became vice-president in 1945 and was elected first vice-president in May of this year. Willis L. Lea Jr. joined the company in 1936 as an attorney and was named general attorney in 1945. Both men are members of A. G. A.

Institute of Gas Technology elects eight to trustee board

FOUR NEW MEMBERS were named to the board of trustees of the Institute of Gas Technology of Illinois Institute of Technology, Chicago, and four others re-elected for three-year terms during the institute's November annual meeting in Chicago.

The four new trustees include: Henry Tuttle, president, Michigan Consolidated Gas Co., Detroit; J. McWilliams Stone, president, DuKane Corp., St. Charles, Ill.; E. H. Tollefson, president, Hope Natural Gas Co., Clarksburg, W. Va., and Sheldon Coleman, president, The Coleman Co., Wichita, Kansas.

Re-elected were: John E. Heyke Jr., president, Brooklyn Union Gas Co., Brooklyn, N. Y.; D. A. Hulcy, president, Lone Star Gas Co., Dallas, Texas; Louis Ruthenburg, board chairman, Servel, Inc., Evansville, Ind., and Carl J. Sharp, chairman, Acme Steel Co., Chicago, Illinois.

Approximately 45 members of the institute from throughout the gas industry, as well as members of the board of trustees, attended the meeting.

Muldoon heads New Freedom Gas Kitchen and Laundry Bureau

Kenneth F. Muldoon

KENNETH F. MULDOON has been named manager of the American Gas Association New Freedom Gas Kitchen and Laundry Bureau, to succeed Charles R. Bowen, who was promoted to promotion manager early last month.

In his new capacity, Mr. Muldoon's work will primarily consist of: coordinating the displays of New Freedom gas kitchens and laundries at national conventions; working with home equipment editors of leading consumer magazines to promote the kitchens and laundries editorially; and directing the gas industry's national builder promotion program insofar as it relates to all-gas homes. His office will be at A. G. A. Headquarters.

Mr. Muldoon was formerly sales promotion and merchandising manager of Thatcher Furnace Co., Garwood, N. J., where he initiated and completed a replacement market program for the firm's national dealer organization; district sales manager for Eureka Williams Co., Bloomington, Ill.; and for eight years assistant treasurer of the Gas Appliance Manufacturers Association.

He has also served for a number of years as retail sales manager for Gas Refrigerator Distributors, Inc., New York, coordinating the establishment of dealer outlets in retail and department stores in metropolitan New York and establishing a new dealer organization in adjacent territories.

When Servel purchased Gas Refrigerator Distributors, Inc., renaming it Servel New York Corp., he was appointed treasurer.

Mr. Muldoon attended Columbia and New York universities.

Con Edison elects Searing board chairman, Forbes president

CONSOLIDATED Edison Company of New York, Inc., has announced the election of H. R. Searing, president and chief executive officer, to chairman of the board, and Harland C. Forbes, executive vice-president, to president. Mr. Searing will remain chief executive officer, and the post of executive vice-president will be discontinued.

Mr. Searing was first employed by New York Edison, a predecessor company, 46 years ago as a telephone operator. He acquired an engineering degree at The Cooper Union and advanced in another predecessor company, United Electric Light and Power. He later became general distribution manager for both companies.

In 1939 Mr. Searing became vice-president, and in 1944, president. He has played a leading role in integrating the operating facilities and personnel of the gas, electric, and steam utilities which were merged to create the present Consolidated Edison system.

Mr. Forbes, a graduate of the University of New Hampshire with an advanced degree from the Massachusetts Institute of Technology, worked for a year with Western Electric Company, then joined New York Edison 31 years ago. He later became system engineer, then vice-president of the company. He is a member of the American Gas Association.

H. R. Searing

Harland C. Forbes

Hammett succeeds Weiser to Newport executive vice-president post

FRED M. HAMMETT JR., company engineer, succeeded John A. Weiser to the post of executive vice-president of The Newport (R. I.) Gas Light Company when the latter retired last month after 43 years in the gas industry. Mr. Hammett started serving the company as collector in 1932, four years after receiving an engineering degree from Rhode Island State College. He was successively promoted to plant clerk, student engineer, salesman, acting superintendent of production, superintendent of production, and last year became company engineer. Mr. Weiser has worked for gas companies in Pennsylvania and North Carolina, and joined Newport in 1932.

Elect Simpson UGI vice-president, PGW general manager

CHARLES G. SIMPSON, director of finance and accounts, has been elected vice-president of United Gas Improvement Co., and general manager of the firm's Philadelphia Gas Works division. He succeeds Thomas S. Lever, who will retire Dec. 31. Mr. Simpson has been associated with Philadelphia Gas Works for 30 years, and since January has been director of finance and accounts, following posts as manager of the production department and the personnel department. Both men are members of the American Gas Association.

Promote Greenway to secretary of Canadian Western Natural Gas Co.

H. S. GREENWAY has been elected secretary of the Canadian Western Natural Gas Co., Ltd., Calgary, to succeed S. C. Murison, who died suddenly in October. Mr. Greenway, a member of the American Gas Association, started serving the company in the Lethbridge office in 1933. He had been assistant secretary for the past five years, and will continue as personnel manager, a position he assumed a year ago. A. J. Smith, with Canadian Western since 1928 and office manager in Calgary since 1949, now becomes assistant secretary.

Maytag names new branch heads in reorganization of Eastern area

THE MAYTAG CO., Newton, Iowa, has announced that major changes in its distribution organization in the Eastern area were effected last month.

Charles B. Mason, Newark branch manager, was named president of Maytag New York, a new subsidiary now serving New York city, Long Island, Westchester county, and Connecticut's Fairfield county. George W. Jarden, former Chicago branch manager, is vice-president, and Arthur C. Effler is secretary-treasurer. Serving on the board of directors are Roy A. Bradt, Maytag marketing vice-president; E. G. Higdon, comptroller, and Claire G. Ely, general sales manager. Headquarters are in the N. Y. Port Authority building.

The newly created Pittsburgh (Pa.) branch is headed by Gilbert H. Wilson, former Newark assistant branch manager. Robert P. Lavorgna is regional manager of the new branch, which includes the western Pennsylvania and New York area, except New York City.

William E. Repke succeeds Mr. Mason.

East Ohio Gas names Schaefer and Veit department superintendents

THE East Ohio Gas Co., Cleveland, has announced that Jacob E. Schaefer, head of the lease department since 1941, will advance to superintendent of the production and storage division on Jan. 1. Carl J. Veit, assistant superintendent, compressor stations department, has been named superintendent of this department to succeed Charles W. Gardner.

Mr. Schaefer joined the utility in 1928 after receiving a master's degree in geology from Ohio State University. He worked in the Ohio and Michigan gas and oil fields until he was transferred to the lease department in 1933. During World War II, Mr. Schaefer was chairman for the Ohio Subcommittee for Production and Engineering, Petroleum Administration for War. He is a member of the American Gas Association and the American Petroleum Institute.

A graduate of Case Institute of Technology, Mr. Veit joined East Ohio in 1939, working first as engineer in the utility's Cleveland laboratory, and later as Mr. Gardner's assistant in the compressor stations department.

Consolidated Natural names Schmidt system gas supply manager

JACOB J. SCHMIDT, general production superintendent and assistant to the president of The East Ohio Gas Co., has been appointed manager, system gas supply, for the Consolidated Natural Gas System, effective Jan. 1. His headquarters will be at Gateway Center in Pittsburgh, Pennsylvania.

Mr. Schmidt's career with East Ohio began with a summer job in 1922 as a surveyor while he was completing his education at Indiana University. In 1924, he joined the company as a geologist, working in the gas and oil fields in Ohio and Michigan. He became general production superintendent in 1932 and assistant to the president in 1951.

Organizations of which he is an active member include the American Gas Association, Ohio Academy of Science, American Petroleum Institute, American Association for the Advancement of Science and the Administrative Committee of the company members conference of the American Standards Association.

In 1946, as a result of his contributions to scientific publications, he was named a Fellow in the Ohio Academy of Science. He is known for his work on the problems of underground storage of gas and methods of standardizing equipment used by the various companies in the gas industry.

Names in the news—a roundup of promotions and appointments

UTILITIES

Robert T. Lesser, industrial gas sales engineer for Iroquois Gas Company since 1951, has been named to a similar post with the sales staff of the gas divisions of the Scranton-Spring Brook Water Service Company.

MANUFACTURERS

Armstrong Furnace Company has appointed **C. A. Murchison** manager of industrial sales, to manage merchandising and sales of all Armstrong gas, oil and coal fired industrial heating equipment. Mr. Murchison, who has been in the heating business for over 20 years, will work out of Armstrong's main office in Columbus, Ohio.

Minneapolis-Honeywell Regulator Company has promoted three field sales engineers to key industrial division posts. **James W. Hughes** is now regional industrial sales manager for the Midwest region with headquarters in Chicago. He joined the firm as industrial sales engineer in 1946, and has been a branch office manager. **Raymond A. Zack** is now industrial sales manager in the company's Hammond, Ind., branch office. He has served the Baltimore branch industrial sales staff, and became an industrial sales engineer last year. **Paul R. Sharadin** has been assigned to the new position of regional application engineer for the Southwestern region with headquarters in Dallas, Texas. Mr. Sharadin joined Honeywell as an industrial controls engineer in 1951 and entered industrial sales work in the El Paso office the following year.

Peerless Manufacturing Corp., Louisville, Ky., has elected **Marvin L. Stark** vice-president of engineering and development. Mr. Stark is now serving on several A. G. A. groups relating to heating and heaters.

William J. Wildern is now serving The Roberts Brass Manufacturing Co., Mitchell, Ind., as vice-president, and head of the expanded sales organization. The new sales organization includes **Joseph S. Gabry,** district sales representative in the Midwestern states, and **Alfred A. Jacquot,** Western district sales engineer in charge of the California office and warehouse at Monterey Park. All three men were formerly associated with Detroit Brass & Malleable—Mr. Wildern as vice-president, and the last two in sales capacities.

John Pierce Foster has assumed the position of assistant director of public relations for the Tappan Stove Company. He will direct press relations, publicity, promotion, and community relations programs.

New director of engineering of the John Wood Company heater and tank division is **Frank H. Schneider,** formerly associated with the Florence Stove Company. He will assume responsibility for all research, development, and product engineering for the division.

Promote Harward to general pipelines superintendent of Ohio Fuel

STANLEY O. HARWARD, assistant pipelines superintendent since 1951, has been promoted to general pipelines superintendent at The Ohio Fuel Gas Company. He has been associated with Ohio Fuel and the parent company, Columbia Gas System, for the past 27 years, since his graduation from Capital University.

He joined Columbia in 1928 as cadet engineer and was transferred to Ohio Fuel in 1932.

In 1933 he was promoted to the assistant pipelines foreman for the Columbus, Ohio, district, in 1934 served as district pipelines foreman in the Muncie, Ind., district, and in 1936 as Lake district pipelines foreman in Medina. In 1947 he became Northeastern division pipelines superintendent.

New A.G.A. members

Gas Companies

Central Natural Gas Co., Vermillion, S. D. (F. C. Payton, Vice-Pres. & Gen. Mgr.)
Northern Indiana Fuel & Light Co., Inc., Auburn, Ind. (L. B. Smith, Vice-Pres.)
Pacific Northwest Pipeline Corp., Seattle, Wash. (N. Henry Gellert, Consult. Engr.)
The Polaris Corp., Baton Rouge, La. (Simmons J. Barry, Secy.-Treas.)

Manufacturer Companies

American Kitchen Div., AVCO Manufacturing Corp., Connersville, Ind. (Marc W. Pender, Asst. Gen. Mgr.)
Besser Metal Products, Inc., Charlotte, N. C. (Don C. Zinter, Sales Mgr.)
Edgewood Manufacturing Co., Baldwin Park, Calif. (Richard E. Goehring, Owner)
Eroc Manufacturing Co., Inc., Pomona, Calif. (E. Richard O'Cathey, Pres.)
The Lux Clock Manufacturing Co., Waterbury, Conn. (E. T. Crandell)
Star Metal Manufacturing Co., Inc., Philadelphia, Pa. (Jerome P. Heilweil, Vice-Pres.)
Steven Manufacturing Corp., Nashville, Tenn. (Bert A. Nagy, Vice-Pres.)
Vulcan Rubber Products, Inc., Subsidiary of Reeves Brothers, Inc., New York, N. Y. (E. C. Hemes, Vice-Pres.)
Webster Valve Co., West Franklin, N. H. (R. H. Sherman, Pres.)
Wheelco Instruments Div., Barber-Colman Co., Rockford, Ill. (R. A. Schoenfeld, Sales Mgr.)

Individual Members

Walter O. Allen, United Gas Pipe Line Co., San Antonio, Texas
C. L. Arnold, Bechtel Corp., Port Chicago, Calif.
Frank G. Austin Jr., Pacific Gas & Electric Co., San Francisco, Calif.
C. E. Baker, Servel, Inc., Evansville, Ind.
John R. Beckwith, Washington Gas Light Co., Washington, D. C.
Frank C. Bernhard, Industrial Combustion Co., Inc., St. Louis, Mo.
Harold W. Bleck, Northern Illinois Gas Co., Aurora, Ill.
Floyd E. Boyer, Northern Illinois Gas Co., Aurora, Ill.
C. H. Bradford, Barnes & Delaney, Long Beach, Calif.
Malcolm Bridgewater, Arizona Public Service Co., Phoenix, Ariz.
Thomas F. Brown, Northern Illinois Gas Co., Aurora, Ill.
Ray H. Chapman, Northern Illinois Gas Co., Aurora, Ill.
Hugh S. Cheetham, Woddall-Duckham Construction Co. Ltd., London, England
James A. L. Connaway, Pacific Gas & Electric Co., San Francisco, Calif.
George W. Coulter, The Manufacturers Light & Heat Co., Pittsburgh, Pa.
Raymond H. Crowe, Transcontinental Gas Pipe Line Corp., Houston, Texas
William H. Dalton, The Canadian Gas Association, Toronto, Ont., Canada
Jerome V. Darby, Peninsular Distributing Co., Detroit, Mich.
Elias S. Day, Pacific Gas & Electric Co., San Rafael, Calif.
George E. Dodge, Pacific Gas & Electric Co., Sacramento, Calif.
J. Kent Duvall, Mountain Fuel Supply Co., Salt Lake City, Utah
Gene R. Dyer, Mountain Fuel Supply Co., Salt Lake City, Utah
Raymond E. Eckel, United Fuel Gas Co., Charleston, W. Va.
Lewis G. Elia, Day & Night Div., Carrier Corp., Monrovia, Calif.
William J. Everitt, Texas Illinois Natural Gas Pipeline Co., Chicago, Ill.
G. Barnett Fairchild, Cruse Kemper Div., C. H. Wheeler Mfg. Co., Ambler, Pa.
Donald M. Foster, Carlon Products Corp., Portland, Ore.
R. M. Gallaway, Northern Natural Gas Co., Omaha, Neb.
Charles B. Gamble, Jr., Alabama Gas Corp., Birmingham, Ala.
Fred Garrison, General Electric Co., Los Angeles, Calif.
Donald M. Graham, Continental Illinois National Bank & Trust Company of Chicago, Chicago, Ill.
John L. Harvey, Arthur Young & Co., Pittsburgh, Pa.
George M. Haulman, General Electric Co., Schenectady, N. Y.
Carl F. Hinderer, Philadelphia Gas Works Div., UGI, Philadelphia, Pa.

Everett M. Holwick, Northern Illinois Gas Co., Aurora, Ill.
Wilbur F. Jackson, Robertshaw-Fulton Controls Co., Long Beach, Calif.
Ray F. Kendall, Guy R. Kendall Co., Los Angeles, Calif.
William L. Kimsey, Arizona Public Service Co., Phoenix, Ariz.
Lysle R. Kirk, The Ohio Fuel Gas Co., Columbus, Ohio
J. D. Knight, California Research Corp., Richmond, Calif.
Charles Koons, Koppers Co., Inc., Kearny, N. J.
William H. Kramer, Phillips Petroleum Co., New York, N. Y.
William M. Little, Arkansas Louisiana Gas Co., Shreveport, La.
Raymond Lubar, Servel, Inc., Pittsburgh, Pa.
Pat H. Luckett, Rockwell Manufacturing Co., Instrument Div., Tulsa, Okla.
Oscar W. Lusby, Baltimore Gas & Electric Co., Baltimore, Md.
Ray J. Lynch, Michigan Wisconsin Pipe Line Co., Detroit, Mich.
Paul F. Marx, Dresser Manufacturing Div., Dresser Industries, Inc., Bradford, Pa.
Ward C. McCallister, The Peoples Gas Light & Coke Co., Chicago, Ill.
Kenneth A. McCaskill, Canadian Western Natural Gas Co., Calgary, Alta., Canada
Arthur J. Middleton, Gas Machinery Co., Cleveland, Ohio
George S. Mottershead, Price Waterhouse & Co., Cleveland, Ohio
Franklin R. Naramore, Northern Illinois Gas Co., Aurora, Ill.
John L. Neilson, The Brooklyn Union Gas Co., Brooklyn, N. Y.
James J. Novry, Consolidated Gas Utilities Corp., Oklahoma City, Okla.
Arthur H. Oesterheld, Columbia Gas System Service Corp., New York, N. Y.
Frank L. Pargee, Macco Corp., Paramount, Calif.
Charles H. Petek, Washington Natural Gas Co., Seattle, Wash.
Robert W. Pixler, The Mettler Co., Inc., Los Angeles, Calif.
James I. Poole Jr., Natural Gas Pipeline Company of America, Chicago, Ill.
Paul V. Resko, The Sprague Meter Co., Bridgeport, Conn.
David D. Risser, Washington Natural Gas Co., Seattle, Wash.
Joseph H. Ryall, Peninsular Distributing Co., Detroit, Mich.
James H. Speers, Northern Illinois Gas Co., Aurora, Ill.
Russell A. Spice, Northern Indiana Fuel & Light Co., Inc., Auburn, Ind.
Harold R. Stauffer, Kansas Nebraska Natural Gas Co., Inc., Hastings, Neb.
Ray C. Stricker, Ruthrauff & Ryan, Inc., Chicago, Ill.
S. E. Tappan, Boston Gas Co., Boston, Mass.
Jack H. Weaver, Olin Mathieson Chemical Corp., Morgantown, W. Va.
William J. White, E. A. Irish, Contractor, Los Angeles, Calif.
Delbert E. York, United Fuel Gas Co., Charleston, W. Va.

Industrial relations

(Continued from page 14)

the agreement, the employer contended, since employees got insurance benefits after their first week of sickness. The company claimed this policy had been in effect since 1943 and never before had been challenged by the union.

In refuting the employer's position, the arbitrators say the contract states: "Pay for the holiday shall be paid only to those employees who are present at work the working day preceding and following the holiday unless they have permission to be absent on those days or unless they are absent for reasons beyond their control."

The arbitrators say: ". . . the contract is clear. Employees absent on holidays will not be paid 'unless they are absent for reasons beyond their control.' Employees absent because of sickness are certainly absent for reasons beyond their control. Under this clause they are clearly entitled to holiday pay."

High blood pressure is no bar to recall—Arbiter Whitley McCoy says high blood pressure of a laid-off employee does not justify management's refusing to recall the man to work. The ruling is made in an award affecting CIO's Steelworkers and the Watervliet (N. Y.) Plant of Allegheny Ludlum Steel Corporation.

McCoy makes it clear he is resolving the grievance, brought by a janitor who was denied recall because of his blood pressure, as a matter of principle. Very little back pay is involved, since the janitor found other work for most of the period between the time his seniority entitled him to recall and the time the company's physician found his blood pressure low enough to enable him to go back to work. McCoy lays down the rule that an employee may not be denied recall after layoff for a reason which would not bring about his termination while actually on the job.

There is no contractual justification for setting different health standards for laid-off employees and working ones, McCoy says. And without some specific statement to the contrary, laid-off employees have the same job rights as working ones. The company doctor applied physical standards to the grievant which he applied also to newly hired employees; McCoy says this is a misreading of the contract. Recalled employees are subject to the same physical standards as working ones, and since the grievant wouldn't have been fired for high blood pressure, McCoy thinks he cannot be denied recall for that reason.

● **NLRB rulings**—*Union representatives denied access to plant*—The NLRB rules that union representatives engaged in processing an employee's grievance were not entitled to enter the plant to study the employee's job to determine whether he was entitled to a higher pay classification (Westinghouse Electric Corp.). The Board notes that the union failed to show that the denial of access was an unreasonable impediment to bargaining, or that relevant information would have been obtained from such a visit to the plant.

1956

JANUARY

12 •Pennsylvania Natural Gas Men's Association, Hotel William Penn, Pittsburgh, Pa.
19-26 •National Housewares & Home Appliance Manufacturers Exhibits, Navy Pier, Chicago, Ill.
22-26 •National Association of Home Builders Convention and Exposition, Chicago, Ill.
23-24 •Industrial Heating Equipment Association, La Salle Hotel, Chicago, Ill.
23-25 •American Society of Heating and Air Conditioning Engineers, Cincinnati, Ohio

MARCH

12-16 •National Association of Corrosion Engineers, Hotel Statler, New York
15-16 •American Trade Association Executives, Washington Conference, Statler Hotel, Washington, D. C.
19-21 •Mid-West Gas Association, Hotel Fontenelle, Omaha, Neb.
22-23 •New England Gas Association, Annual Meeting, Hotel Statler, Boston, Mass.
22-23 •Oklahoma Utilities Association, Annual Meeting, Oklahoma City, Okla.

APRIL

5 •GAMA 7th Annual Automatic Gas Range Conference, Hotel Pierre, New York City
16-18 •National Conference of Electric and Gas Utility Accountants, Hotels Biltmore and Commodore, New York City
19-20 •Indiana Gas Association, French Lick Springs Hotel, French Lick, Ind.
19-21 •GAMA Annual Meeting, The Greenbrier, White Sulphur Springs, W. Va.
23-25 •Southern Gas Association Convention, Dallas, Texas

MAY

6-9 •LPGA Convention and Trade Show, Conrad Hilton Hotel, Chicago, Ill.
7-10 •A. G. A. Distribution, Motor Vehicles and Corrosion Conference, Congress Hotel, Chicago, Ill.
7-11 •National Restaurant Association Convention and Exposition, Navy Pier, Chicago, Ill. (A. G. A. will exhibit)
7-11 •A. G. A. Commercial Gas School, Edgewater Beach Hotel, Chicago, Ill.
10-11 •A. G. A. Gas Supply, Transmission and Storage Conference, Conrad Hilton Hotel, Chicago, Ill.

Personnel service

SERVICES OFFERED

Manager—registered professional engineer with over 15 years' experience in production, transmission, measurement and distribution of natural gas. Experience includes delivery of natural gas for conversion and manufactured usage. Desire location change to Southwest or West. **1822.**

Sales or Production Manager, Heating Division—heavy background chiefly in gas utilization work with emphasis on laboratory research, development of equipment designs, production management and sales. Graduate licensed professional engineer with 29 years' experience in gas appliance design and sales, from cadet engineer to president. Detailed résumé available and an early meeting can be arranged. **1823.**

Property Manager or General Superintendent—broad knowledge all phases utility and LPG cylinder and bulk operation, administration, engineering, production, distribution, sales and utilization. Seek secure position with company that can take advantage of and appreciate performance. **1824.**

Stockholder-Public Relations—23 years' service with New York City-based utility holding company in stockholder report writing and designing, S.E.C. filings including writing Registration Statements, etc. desire new opportunity. College degree in accounting plus courses in graphic arts. Will relocate, available immediately, (41). **1825.**

Experienced Engineer—desires position with manufacturer of heating equipment. Six years' experience in design, development of residential, industrial gas and oil fired forced warm air heating equipment. Two years as chief engineer. Knowledge of A. G. A. procedure. **1826.**

Personnel Manager—15 years progressively responsible experience in developing and administering Personnel programs. Can administer or set up training, employment, wage and salary administration, labor relations, safety and welfare sections, or supervise total department. **1827.**

Factory Sales Representative—for past 21 years have managed sales, last in the New York metropolitan area for one leading national manufacturer of ranges, water heaters and space heaters. Seek new connection with a reputable manufacturer promoting and merchandising domestic gas appliances preferably in the New York area. Top notch performance and references. **1828.**

POSITIONS OPEN

General Auditor—a utility serving approximately 150,000 customers in the middle west has an attractive opening for one having a well-rounded background of utility accounting. Age 35 to 45 preferred. Submit résumé, which will be held in strictest confidence. 0787.

Test and Development Engineer—exceptional opportunity for experienced test engineer offered by national manufacturer of domestic gas heating equipment. Duties involve product development and testing. Several years experience and thorough knowledge of A. G. A. testing procedures required. Submit résumé with reply. **0788.**

Sales Training Specialist—natural gas utility, 250,000 meters, in Southwest needs person with experience in appliance merchandising capable of building sales volume through personal contact with area sales managers and retail salesmen. Primary responsibility will be to generate enthusiasm, improve selling techniques and strengthen product education. Majority of time on road; remainder working with top management. Compensation includes salary, substantial bonus incentives, automobile, retirement benefits. Submit complete résumé. **0789.**

Natural Gas Research Engineer—Bureau of Mines Petroleum Experiment Station, Bartlesville, Okla., needs experienced natural-gas engineer to take the lead in research on deliverability of underground storage reservoirs and productivity of natural-gas wells, being conducted in cooperation with A. G. A. Knowledge of basic theory of fluid flow and mathematical aptitude necessary. Permanent Civil Service position; vacation, insurance, retirement benefits. ($7,500-9,000) Reply giving references, education, professional experience. **0790.**

Safety Director—to supervise the safety activities of natural gas transmission company. Location: Detroit. Must be willing to travel. Salary open. Include résumé of experience and education. All applications treated confidential. **0791.**

Assistant Home Service Director—Northeastern combination utility seeking graduate in home economics experienced in foods, household economics. Former utility experience desirable, but not absolutely necessary. Should be personable, meet public easily and able to handle assignments in radio and television. Please reply in writing giving complete résumé. **0792.**

Graduate Engineer—recent graduate engineer required for steel fabricator in the Philadelphia Area, for laboratory work relating to development and new products design on hot water heaters and pressure tanks. Experience with gas combustion and with A. G. A. requirements desirable. Permanent type position in engineering department, with liberal company benefits. Write giving complete resumé. **0793.**

Engineer—large eastern gas utility desires services of an engineer interested in appliance testing. Work includes necessary recommendations to manufacturers for changes in design to meet rigid requirements. Salary commensurate with abilities. Reply giving age, education and experience. **0794.**

Natural Gas Sales Engineer—natural gas utility operating in Texas, New Mexico, Arizona, and Colorado needs qualified air conditioning and gas sales engineer to coordinate program to promote the greater utilization of natural gas. Must be able to design industrial air conditioning systems and initiate and administer company-wide air conditioning program. Travelling required. May headquarter anywhere in our system. Age 30-45. Attractive salary. Give complete résumé of qualifications. **0795.**

Graduate Mechanical Engineer, Jr., with knowledge of standard testing practices of A. G. A. for central house heating equipment and domestic water heaters, also knowledge of underwriters' tests for oil-fired central heating equipment. This is a good opportunity for a qualified engineer to become associated with a leading Midwest manufacturer's heating and air conditioning research division. Salary commensurate with ability. **0796.**

Graduate Mechanical or Chemical Engineer, Sr., wanted by research division of large Midwest manufacturer, for design and development of gas-fired appliances. This is an exceptional opportunity for a man of experience and creative ability. Salary commensurate with ability. **0797.**

Graduate Mechanical Engineer, M.S. or Ph.D. degree, with at least 10 years' experience in heating and air conditioning design and development. This is an exceptional position for an executive type engineer, who can carry a high degree of responsibility in both engineering and leadership. Location Midwest, salary commensurate with ability. **0798.**

Gas House Heating Engineer—exciting opportunity for experienced gas house heating engineer to launch a new career with gas utility in Pacific Northwest. Natural gas will arrive summer 1956. Major sales effort will start at once. Job can become No. 2 in 20-man sales department. **0799.**

Engineer—opportunity to fill a key spot in fast growing natural gas utility company. Engineer with distribution experience needed before February 1, 1956. Natural gas will arrive in community, summer 1956. Initial assignments will involve load factor, industrial gas supply, peak shaving, leakage control and distribution operation. Job has potential for supervisory responsibility in existing operating department or future engineering department. **0800.**

Hotel show

(Continued from page 22)

ment was predominant in the cooking areas of the diner and consisted of an Amcoin coffee urn, Welsbach griddle-broiler, Vulcan-Hart two burner hot plate, and a Market Forge steamer. Magic Chef had a salamander, open top range with oven, closed top range with oven and a fryer. A steady stream of visitors went through the diner during the full five days of the show and saw to advantage the gas equipment required to meet customer demands of a diner or a hotel coffee shop.

It was the collective opinion of the A. G. A. cooperating exhibitors that this 1955 show had been the best of all those held in Kingsbridge Armory. Next year the show moves to the new Coliseum at Columbus Circle, 59th Street, New York. Additional space will be available on four floors. Tentatively, A. G. A. will be on the street floor, conveniently located near the main entrance.

Commercial Gas Breakfast

The Eighth Annual Commercial Gas Breakfast was held on November 9 at the Hotel Roosevelt. Nearly 100 commercial gas men, manufacturers of commercial cooking equipment and representatives of publications in the volume cooking field met to hear the guest speaker, Tom Barrett, superintendent of the Waldorf-Astoria Hotel.

Mr. Barrett gave a very enlightening background of the old Waldorf which was created to provide an atmosphere of elegance in New York that was enjoyed by wealthy suburbanites of the Gay Nineties. The new Waldorf was created to continue this tradition but with 20th century appointments and customs. For economic reasons this phase has gradually been forced into the background and today the hotel caters to industrial and commercial meetings which have become an essential part of today's business.

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Exec.-Sec.—A. F. Herwig, 135 West Wells St., Milwaukee 3, Wis.

American Gas Association

HEADQUARTERS, 420 LEXINGTON AVE., NEW YORK 17, N. Y.

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